



## TO PLAN YOUR NEXT SEASON OF GROWTH

This Planner has been 3 decades in the making. Andie Monet shares the very core of preparing and planning for your next big growth stage in business.

Remember,  
Your Business Can't Grow  
Unless You Do!



# Explosive Profits Planner

2021

From Andie Monet

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## My Journey. My Passion. My Why

**My journey started when I was a homeless 16-year-old girl because my single mom abandoned me. My solution to my situation was to start a business.**

This is not part of the Pillars, but I wanted to give you a short history about who I am.

Besides the normal struggles of a teenager, and being homeless, and starting college at 16, I had to figure out a way to create a business without any guidance, support, advice, or experience. And I was lucky enough, stubborn enough, and blessed enough to have worked with one of the “Big 4” international accounting firms by 20 years old, was consulting in Hollywood by 25, with foreign and domestic governments by 28, and my first Fortune 500 client in my 30’s.

Now in my 50’s, after several business degrees and 35 years of helping businesses, not only do I feel that business school generally does NOT prepare someone to start a business, but I have found that many of the sites that are supposed to help start-ups do the exact opposite. More specifically and ironically, both governments sites and many non-profit organizations give bad advice. I believe this usually is because they have come from corporate, government or academic backgrounds. Most, if any, have never actually started, managed, or grown a business.

So, in 2021, I decided to stop complaining about it and start doing something about it. To that end, I’ve created many short webinars, planners, workbooks, and free and small-fee trainings and other resources that I know are correct, powerful, impactful, and useful. These are ideas, concepts, tips, tricks, and trainings that will help businesses in every stage and phase of “business life”.

I have three reasons for sharing this business information:

1. To be the person who I never had when I started my business. This means business guidance, but also moral and emotional support. This is important, because many times we do not always have support from our friends and family, which is needed to stay strong, committed, and focused, especially on the tough and scary days that are inevitable.
2. What I do specifically is “**create explosive profits without adding costs or hours to the day**”. This creates financial success. But financial success and money are not the purpose of why I do what I do. Money is not the answer. Money is a tool. It is a tool for a purposeful life and creates freedom, flexibility, opportunities, & options. It provides a “good doctor”, a “good lawyer”, better medical opportunities, a more fulfilling retirement, an easier successful starting point for children, and certainly a happier belly. I “give” the ability to reach personal dreams and live the life that you want.

But why I do this is so much more important than even that. I believe that we should define and commit to your life’s priorities, such as children, family, faith, or whoever and whatever that is for you. Don’t give our priorities the “leftovers” of our day. Only after that, can we start, build and grow a thriving business, with explosive profits, and successful life. It is easier said than done, but definitely possible. I just happened to learn it 35 years after I started my first business.

3. Most importantly than even the two above, I believe that “love” is the most important parts of living. And one way that I love on people is by streamlining success (getting to it faster), reducing the duration and frequency of challenges or problems, and eliminating unnecessary pitfalls. But more importantly it reduces fear, anxiety, and confusion. And in doing that, it increases confidence, mental health and patience, which in turn, creates stronger relationships with spouses, children, employees. And finally, creates a stronger and more loving community and creates and uplifts economies, and the world at large.

While I do have many free resources, I also have do-it-yourself self-paced courses, and done-with-you group coaching that are strategically designed for different budget levels so nearly anyone can always learn something useful, effective, and impactful for their business.

## Why This Planner?

This particular activity is NOT required.

It is simply an exercise to determine if this Planner is for you and areas that could be improved (without costs or hours to your day, if you “graduate” to the Workbook).

Below are several statements. If 15 or more are true for you, whether a little or a lot, then this Planner is for you.

- I would like to have more clarity, more focus, more consistency, more progress, more momentum, or learn more
- I’ve taken my business as far as I know how
- I know there is more that I could/want to learn
- I want to learn more about managing my business better
- I want to strategically grow my business
- I don’t want to “fly by the seat of my pants” anymore
- I want a checklist or plan so I know what I should/could be doing
- I want to be proactive about improving, growing, and managing my business
- I am scared or confused, and don’t want to be
- I am confident about my business, but not how to grow it
- I don’t know what to do next with business growth
- I’m not sure if I’m ready to hire a coach
- I’m not sure if I have the money to hire a coach
- I want to hire a coach, but don’t know which one is right for me
- I want to get, or stay more organized
- I want to get, or stay more focused
- I want to reach my business goals
- I want to earn more money
- I want to grow my business
- I want to understand my business better
- I want to communicate better with potential customers
- I want my customers to hear and understand my value, so they say yes to me
- I want to be more clear about what I do and how I help people
- I want to start or re-start my social media
- I want to understand how to make social media work for me
- I don’t like social media and want to learn how it can help my specific business.
- I want to be seen as an expert
- I want to be considered “credible” and a “good option” to my potential customers
- I want to be more confident in myself
- I want my clients to be confident in deciding to work with me
- I want my clients to be happy with my products/services
- I want my clients to be happy with engaging/working with me and my company
- I want my employees and/or contractors to be happy working with me
- I want to empower my employees and/or contractors to do great work
- I want to be a better salesperson

- I want to be a better salesperson without being a salesperson
- I want at least 50% of potential clients to hear, understand, and want to do business with me
- I want to understand what to do next in my business to grow it
- I want to understand how to grow my business my strategically
- I want to be confident, or more confident, about being in business
- I want to learn more about managing my business better

## 9 Pillars of Explosive Profits Planning

### Preparing you for your next big growth phase

Here are the 9 Pillars that you will go through over the remaining pages.

I apologize in advance that these pages are not more visually interesting or stimulating. They will be eventually.

[Pillar 1 – Mental Preparation – Commitment](#)

[Pillar 2 – Mental Preparation – Vision and Goals](#)

[Pillar 3 – Mental Preparation – Starting Position](#)

[Pillar 4 – Value Development – Why You?](#)

[Pillar 5 – Value Development – Business Value](#)

[Pillar 6 – Strategy Development – Messaging & Social Media](#)

[Pillar 7 – Strategy Development – Positioning Your Credibility](#)

[Pillar 8 – Relationship Development – Building Followers, Customers, & Relationships](#)

[Pillar 9 – Business Development – Business Growth Strategies](#)

[Now What? Creating the Next Action Plan](#)

## PILLAR 1 – Commitment

### Mental Preparation

“Commitment is the fuel for momentum and eventually achievement”

#### Why is it important?

Before any new adventure begins, you must first put yourself in a position to learn something new. This generally doesn't happen “automatically”. It is a conscious effort to make a decision. When you are asleep, you are not conscious, and therefore, will not learn anything new. However, if you are tired, exhausted, frustrated, or angry, you may not want to learn anything new either, even though you are conscious. My point is that learning requires a decision.

There are no incorrect answers. This is for you to reflect.

#### Reflection Prompts:

“Am I Committed?”

or

“I am committed”

Write your answer here: \_\_\_\_\_

Why is “Commitment” important?

Because...\_\_\_\_\_

What if you are not committed? What would happen if you're not committed?

\_\_\_\_\_

Do you have to be “committed” 24 hours a day?

Here's the answer: No. This is unrealistic, unreasonable, and too stressing. \_\_\_\_\_

**Action:**

What are your personal goals you want to happen within the next year, as well as how important it is on a scale of 1 to 10? (Example: Spend more quality time with my daughter; 10; refinance the house; 8)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Why and how would achieving this goal help your life?

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**Success Fact**

Commitment is not the same as motivation. Motivation is a feeling, that usually has to do with a “now moment”. Commitment is a long-term dedication. Motivation is NOT enough to commit. Commitment requires vision of a desired result. And most importantly, commitment to a result requires action.

**Challenge**

How would achieving your goals change your life?

Write down as much as you can about why these goals are important to you. Include how achieving them would change your life, add to your life, or improve your life. Use a separate paper if you want to write more!

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## PILLAR 2 – Vision and Goals

### Mental Preparation

“If you don’t know where you’re going, you’ll never there”

Andie Monet

#### Why is it important?

How will you ever get where you’re going if you don’t know where “there” is?

As an over-simplified example, let’s say that you’re hungry, but you don’t have anything in your house. So, you walk to your car door, open your car door, get in the car, and start driving away. You drive towards the highway. You get on the highway. Along the way, you’ve already seen multiple fast-food places, multiple restaurants, multiple grocery stores, and several gas stations. You could get food at any one of them. But it never occurs to you that you actually have to PICK a place to eat.

Example from my life:

Early on, I didn’t think this really mattered. I mean, seriously, I just need to make money when I first started my business over 3 decades ago. But what I found was, as I was more deliberate in my goals, the easier it became to reach them. I believe this is true for many reasons. One is because our brain becomes focused, both consciously and subconsciously, on plans, strategies, and creative ways to reach those goals. But also, as I accomplished more goals, the more confident I become, the more committed and determined I became. Ultimately, I would accomplish them easier and faster.

#### Reflection Prompts:

With that in mind, answer these questions. Remember, there are no “bad” answers.

Business Revenue: \_\_\_\_\_

Business Profits: \_\_\_\_\_

Personal Income that you want to take out of the business: \_\_\_\_\_

Number of “active” clients: \_\_\_\_\_

Number of new clients per month: \_\_\_\_\_

Who could you collaborate with or sell with? \_\_\_\_\_

Who do you want as clients? \_\_\_\_\_

What do you want your hourly rate to be? Or your project prices to be? \_\_\_\_\_

How do you want to get clients? Where do you want your clients to “see” you? \_\_\_\_\_

How frequently do you want your clients to want re-order, re-hire, repeat services? \_\_\_\_\_

**Action: Business Goals**

What are 3 measurable goals you really want to happen within the next 1 to 3 months, as well as how important it is on a scale of 1 to 10. (Example: Make \$20,000 more per month; 10)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Success Fact:**

Did you know that Harvard (and several other institutions and studies) quantitatively determined that you are 40% to 70% more likely to accomplish them, just by writing them down regularly?

**Challenge:**

Write all 3 goals, in 1-3 words, on several post its. Put them in places that you see regularly. For example, the bathroom mirror, laptop monitor, in your car, etc.

Each night, when you're in bed (yes, it must be in bed), write all 3 down. Make this the last thing you do before you turn off the light and go to sleep.

Each morning, write them down again. Preferably as early as possible.

Write them down again at least one time during the day. (Lunch, break, snack, etc.)

Do this activity for 30 days. If you'd like to do something fun, get a "star chart" for yourself! You'd be surprised how much it can put a smile on your face!

## PILLAR 3 –Starting Position

### Mental Preparation

“Knowing where you are starting makes it easy to find a path to where you want to be”

Andie Monet

#### Why is it important?

Now that you know where you’re going (that’s Pillar 2), let’s briefly determine where you are now. Strategies, steps, and roadmaps can only be complete once you have “Point A” and “Point B”.

With another over-simplified example, you decide you’re going to New York. And you’re going “now”. How long will it take to get there? How much money will it cost?

The answer? It depends.

It depends on where you are starting. A trip from CA is different than a trip from New Jersey. It also depends on the method of transportation. Driving is different than flying, is different than train, is different ....walking. If you drive, there’s gas, lodging, food, plus time. If you fly, it could cost more but takes less time.

Is there a right way and a wrong way? I don’t think so, but the point is that where you want to go depends on where you are starting.

#### Reflection Prompts:

What areas, tasks, people, or any other part of running your business are causing you grief, stress, anxiety, confusion, frustration, etc. Don’t be shy about putting more than one or two.

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**Action: Business Goal Starting Point**

Using the 3 measurable goals that you determined in Pillar 2, now write the answer to them as it stands today. For example, if you put "\$20,000/month more revenue", then write what your average monthly revenue is now. (If you don't know your average, just guess-imate.). Also include how you feel about your current situation, current answer, current level on a scale of 1 to 10.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Success Fact:**

The more accurately you allocate costs, the more accurate your "cash risk". Be consistent and diligent. Also, if you aren't already, "accrual method" of accounting will be more powerful than "cash basis", as well as being able to make more impactful business and financial decisions.

**Challenge:**

This action is the first step to start understanding your business more thoroughly. You will make 4 division calculations.

Print your Balance Sheet as of December 31<sup>st</sup> of the prior year. You will do two easy math calculations.

Take your Total Current Assets and divide by your Total Current Liabilities. If the result is 1.5 to 3.0 then you're doing great. If not, then you may have some cash requirement challenges. (This is assuming that your accounts are all correctly allocated to Current and non-current, and that your coding is accurate.)

Now add ONLY your cash/bank balances, any Accounts Receivable, and any inventory or Work-In-Progress. Divide this number by your Total Current Liabilities. If the result is 1 or more, then that means that you should not have any timing challenges with cash needs and requirements.

The last step is to do the exact same thing for the prior year Balance Sheet. Calculations for two years will give you a good idea of your trend. (One could be good or bad. Two give you a good idea. Three would be best.)

## PILLAR 4 – Why You?

### Value Development

“It is really easy to ignore, devalue, minimize, and marginalize your superpower. Don’t. Be Brave. Be Honest. Be Bold.”

Andie Monet

#### Why is it important?

I believe that we all have a gift, a superpower, a blessing that is inside of us. We devalue it, ignore it, or stuff it in a box. Your business will succeed as you really are honest about these gifts, and embrace them, and shout out to the world how you are amazing. You may not feel amazing today. We’ve all been there. But I give you permission to put your amazingness on a pedestal, and “own it” in a safe place, here in this Planner.

Example from my life:

I will tell you 2 quick childhood stories to give an example of my point. When I was 5 years old, my mom told me that I was now responsible for myself because I was starting school. I had to get up, get dressed, make my lunch, and walk myself to school. This expectation was a theme throughout my childhood. I had many frustrating days, scared days, confused days. But in the end, I learned early that I was capable of anything. And more importantly as it related to my business, I was an incredible problem solver. That may not sound like much, but when I can create up to 300% increase in revenue or profits within 1 to 4 months, even with billion-dollar companies. It looks a little more exciting. A quicker example for me is that, because my mother was rarely home, I was often lonely. Because I don’t want people to feel the same way as I did, I’m really conscientious and enjoy building relationships, deeply listening to people, and creating an inclusive environment.

Please note that you don’t have to have a traumatic childhood. You could even have amazingness in positive and loving themes as well!

#### Reflection Prompts:

Think of 10 recurring themes in your childhood or even young adulthood. What did you constantly do, see, hear, remember, or change behavior that made or forced you to create solutions in your childhood? Or alternatively, what did you do, see hear, remember and embrace that helped, supported, and guided you with positive results, responses, and beliefs.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Action:**

Now let's change those responses or behaviors into identifiable strengths! You can even gain strengths from negative situations, if you did deep, and are honest from a safe, healthy place. One of my examples is "problem solving".

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Success Fact:**

If you can or can't, you're right. So how you perceive your strengths or weaknesses will be exactly that.

**Challenge:**

Write down why and how your “strengths” help you deliver quality services to your client. Identify the connection.

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## PILLAR 5 – Business Value

### Value Development

“Not everyone will be your client. And that’s good. But the people who understand how you can add value to their life, their business, their happiness, those are the ones you want as clients.”

Andie Monet

#### Why is it important?

There is no easy way to say this. And I am being very frank ONLY to make a point. Rule #1 of business: No one cares about you. What this really means is that no one cares about how much experience you have, how awesome you are, how many years you’ve been in business, how many clients you’ve helped. They first care about the value that you can bring to their life.

Value could mean, faster, stronger, smaller, cheaper. It could mean status, more sleep, less pain, less stress, more confidence. You MUST make their life easier. You must provide VALUE. And remember, value has nothing to do with you. It has to do with “them”.

Here’s some fun trivia. “Value” can only how much is achieved, acquired, or received that EXCEED the cost associated with it. Cost does not just about money. It can be time, effort, even stress. As a fun example (I hope), changing the oil in your car. If you do it yourself, it would cost \$15 and 4 hours of your time. If you go to a drive-thru oil change, it costs \$50 and only 30 minutes of your time instead. There’s a benefit to both, but there’s typically more value with someone else doing it.

Did you notice “benefits” and “value” in the example above? This is something that’s important to understand. There is a difference between “value” and “benefits”.

“Value” is more subjective to each individual person and based more on “feeling” and “intangibles”. For example, related to the above example, I’d rather pay the \$50 and be “less stressed”. “Less stressed” is the value (for me). There is a cost to your time, even though it doesn’t come out of the bank.

“Benefits”, on the other hand, are based more on “facts” and “tangibles”. In the “oil change” example, there is a benefit to change your own oil. But there’s also a benefit of someone else doing it. Both of those are true. Both of those are facts. But neither of them are “feelings”.

Example from my life:

This is the somewhat tricky part. Value does not have to be just “one” thing. As an example, my own “value” is this: I create explosive profits without adding hours or cost to your day. That’s what I do. But my value is everything listed in “[Why This Planner](#)” ([hyperlink](#)) near the beginning of this book, which is only my short list. Ultimately, I create more hours in a day, reduce stress, have better sleep, more confidence, improved emotional health, and eventually, more patience, better relationships, and more fulfilling life.

#### Reflection Prompts:

Before you write you can discover all the “value” that you can offer, I think it’s easier to start with your benefits and work backwards. So, write down 20 ways that people BENEFIT from using your product/services. These benefits are “fact-based. An example of mine is reducing costs.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

**Action:**

Now let's try some VALUE ideas. Remember, this is not about you. How do you improve people's life! How do they feel about how you improve their life? Look at my [list \(on page 5, hyperlink here\)](#) to brainstorm for some of your own ideas. Feel free to ask clients, employees, or friends and family. You can also look at testimonials or reviews that you've received. (And if you haven't yet, we should talk about that!)

1. \_\_\_\_\_
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15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_

20. \_\_\_\_\_

**Success Fact:**

Listen. If you listen to your potential customers, hear what they want, what problem they need to solve, what challenges they have, what keeps them up at night, then specifically explain how your product or service addresses THEIR needs. Make it personal. Make it relevant. (Needless to say, do NOT say that you solve the problems if you don't or if you don't know what their problem is yet!)

**Challenge:**

Create a "Business Value" post, with a note like "Do you think..." (or something similar). For example, the picture would be "BETTER SLEEP", and the text would be "DM/Share Now if you think getting better sleep because you're not worrying about your business is ..... "

This will get you some feedback about your thoughts

## PILLAR 6 – Messaging & Social Media

### Strategy Development

“You only have 3 to 5 seconds to capture someone’s attention. So don’t waste it with “I am”, create an emotion!”

Andie Monet

#### Why is it important?

Once you know your Business Value and “Why is your Why”, then sharing your message is a piece of cake!

Whether it’s a social media post, article, blog, email, video, website, business card, or book cover and title, you only have seconds to capture someone’s attention enough to want to learn more. But if they do make it past the first handful of seconds, it’s not just your words that are communicating a message. It is also how you say it, what colors you use, your background, what font you have, and more that all contribute to your “message”. Frankly, I am no expert at most of this, but I can tell you that it’s relevant and important. What I DO want to share on this topic is specifically the words that you choose.

Example from my life:

What I do revolves around 2 key points:

1. Create explosive profits without adding costs or hours to the day
2. That transform people from “small business owner” to a corporate executive in their business,

Why I think this is important is because it:

3. Creates confident and strategic business owners,
4. So, they can have more peace, patience, clarity, and joy in their business and personal lives, which extends to household, relationships, and communities.

All my communication and messages must always revolve around these 4 areas. It is not just because that is my personal focus and my personal mission, but it also:

- A. Invites and attracts people who want what I’m offering,
- B. Eliminates unsatisfied customers
- C. Removes unfulfilled expectations

#### Reflection Prompts:

This activity is getting clear on only 1 or 2 ways that you really impact people’s lives. Write down what RESULT you bring to clients (#1 above), and WHY it matters to YOU (#2), How it improves your customers’ business (#3), and how it affects their life, as a whole (#4). While some people may be really great at identifying these, it took me several times over several years.

RESULTS you bring: \_\_\_\_\_

WHY does it matter to YOU? \_\_\_\_\_

WHY it matters to your customers: \_\_\_\_\_

HOW it affects their life: \_\_\_\_\_

**Action:**

Now that you know more about you, and more about your customers, brainstorm on some short messages, create some custom “quotes”, and “power words” that speak to you and your mission. Remember, it’s not about catering to what people want to hear. It’s about bringing forth what you have to offer.

Here are a few examples of mine:

Quote: Your business can’t grow unless you do.

Power Words: Empowerment, Overcoming Challenges, Determination

Short Messages: Did you know that you could have explosive profits WITHOUT adding new costs?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

**Success Fact:**

Unclear or inconsistent messages, and attracting the wrong clients result in burn-out, unhappiness, unfulfillment, and lower income.

**Challenge:**

Create a post, and ask people to respond to your quotes, your one-word “power word”, or some short messages.

## PILLAR 7 – Positioning Your Credibility

### Strategy Development

“If you’re the only person saying you’re an expert. You’re not, in the eyes of the public.”

#### Why is it important?

Truth be told, marketing does NOT communicate that you are an expert. Marketing is communicating that you have a business. Good marketing is communicating that you have something valuable. Great marketing has nothing to do with marketing.

Here’s something to know also, you are not considered an expert if you write a blog. It may be useful, helpful, and expert information. But, typically, it is still considered a form of marketing.

You will be seen as an expert when you accomplish as many as possible in these ways:

- Worked with a well-known or well-respected person, brand or company
- Endorsed, mentioned, or have a testimonial/review by a well-known person, brand, or company
- Published Author
- Speaker on Stage, at an event
- TV segment
- Published Article
- Mentioned in a newspaper
- Mentioned in an Article
- Mentioned on TV
- Interviewed by a newspaper
- Interviewed by a magazine
- Interviewed on Podcasts
- Interviewed on a Radio Station
- Interviewed on TV

What’s even BETTER, adds even more credibility, and identifies you as an even bigger expert is to do the above in a well-respected and/or well-known newspaper, magazine, publication, podcast, stage. It also works if you’ve been in the same publication, podcast, or stage with a well-respected or well-known person, brand, or company.

Example from my life:

I have been an expert for decades. I would have thought that with over 3 decades of experience consulting with Fortune 500 companies, foreign and domestic governments, and several small businesses was enough to be “seen” as an expert. While “yes”, it was true on a case-by-case, person-by-person standpoint, I was NOT seen as an expert in the public eye. And small businesses did not see me as an expert, but I did not originally “run” in those areas, especially in social media. Ironically, small businesses were exactly where my passion is because they have the least amount of trustworthy resources. That all changed after I accomplished everything on the list above!

**Reflection Prompts:**

I believe that most people do not do anything on this list because they:

- a. don't think about it
- b. don't think they can
- c. don't think they have enough info to share
- d. don't think anyone wants them, or
- e. thinks it will take too long (also known as "don't have enough time") or require too much money

For each of the "expert platforms", write down your reason for not doing it, having it, wanting it:

Work with well-known entity: \_\_\_\_\_

Author: \_\_\_\_\_

Stage/Event: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Magazine: \_\_\_\_\_

Podcast: \_\_\_\_\_

Radio: \_\_\_\_\_

TV Segment: \_\_\_\_\_

**Action:**

Ok! Now what if I told you that I am absolutely 100% certain, without even knowing you, that you could do **at least** one of these! Would that be exciting!? I hope so. Because without these, you may be successful, you may even be considered an expert, but it will more than 300% longer and more difficult to become an expert without it.

That being said, if you had to pick one, which would it be? Easier for you? Faster for you? Most Fun? Most interested? Most desired? Which would it be?

Your First Choice to be seen as an expert: \_\_\_\_\_

Why did you choose your "first choice"?: \_\_\_\_\_

**Success Fact:**

When people see you in the “media” (not “social media”), they are up to 50% more likely to say yes before you ever talk to them. This is why THIS particular step is so important, and why I love helping people on this journey.

**Challenge:**

The first step to media is to get organized. There are a few things that help this process. Here are a few to get you started:

- Brainstorm on your “WOW moments”, also can be known as your “Bad A\$\$” moments. (You can download a template here.)
- Media Bio
- What OTHER areas you can have a conversation about in the media. (You can download a template here.)
- Who would be your #1 choice for “If I could...”. Here are some examples:
  - If I could meet with...
  - If I could collaborate with...
  - If I could do business with...
  - If I could be on the podcast with...

## PILLAR 8 – Building Followers, Customers, & Relationships

### Relationship Development

“As we change the way we speak to people, we can start shaping the world around us”

Andie Monet

#### Why is it important?

I believe that a general condition is that we all want to be loved, supported, accepted, encouraged, respected, and/or guided. The challenge, oftentimes, is that we don't think of giving it as much as hope and expect to receive it.

I happen to believe that Love is one of the fundamental gifts we can give to people. As it relates to our business, I think that giving, offering, and expression love to our customers is powerful. But it must come from a genuine place. You don't even have to tell them, but to know in your heart, and in your intentions, which is expressed through actions and communication. When we love our customers, they feel it, even if it's not conscious. While I think this is enough on its own, it also does also create respect, trust, and even loving and supporting in return with repeat, increased and referral revenue. I think it goes without saying though, that love must come from a genuine place inside of you.

Example from my own life:

I tell clients that I love them. Yes, it's unusual, and can be awkward, and I'm vulnerable. But when it's how I feel, I am not ashamed to say it. Do some people feel awkward also. Absolutely. But it doesn't stop me. I have found, since I've been brave about this, that my relationships are deeper, and I become a trusted friend, as opposed to “my consultant who does....”.

#### Reflection Prompts:

You may not feel this way with clients, vendors and employees, but answer “yes” if you agree with at least one of them...:

Do you want to be respected by clients, vendors and employees? If YES, write “I want to be respected by...”:

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Do you want to be supported by clients, vendors and employees to help you accomplish your work with them? If YES, then write, “I want to be supported by...”:

---

Do you want to be guided with good advice from clients, vendors and employees? If YES, then write, "I want to good advice from...":

---

Do you want to feel loved by people who you really enjoy working with? If YES, then write, "I want to feel loved by ...":

---

Do you want to be encouraged with customers that you really did a great job? If YES, then write, "I want encouragement from...":

---

Do you want to be told by a customer that they appreciate you? If YES, then write, "I want to be appreciated by...":

---

Do you want to be accepted by your customers, vendors, and employees as a trusted partner? If YES, then write, "I want to be accepted as a trusted partner by....":

---

### **Action**

Ok. So you know what you want. Now write down "why". Why do you want what you said "yes" to above?

Why do you want to feel RESPECTED? \_\_\_\_\_

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Why do you want to be SUPPORTED? \_\_\_\_\_

---

Why do you want GUIDANCE? \_\_\_\_\_

---

Why do you want to feel LOVED? \_\_\_\_\_

---

Why do you want to be ENCOURAGED? \_\_\_\_\_

---

Why do you want to be APPRECIATED? \_\_\_\_\_

---

Why do you want to be TRUSTED? \_\_\_\_\_

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### **Success Fact**

About 75% of people will not hear or understand you.

You heard me right. This is because we have a “communication language”. When we “speak our language”, we do NOT speak the other 4 or 5. This is with our children, spouse, bosses, employees, potential clients. It even is in our marketing. You could be losing 75% of your target market without even knowing. It. This is why I am adamant about teaching it so much.

### **Challenge**

Contact someone and tell them something important. Tell your spouse that you appreciate him/her. Tell your child(ren) that you are proud of them. Tell your client that you love working with them and why.

## PILLAR 9 – Business Growth Strategies

### Business Development

“Your business will only grow as much as you do”

### THIS IS THE MOST IMPORTANT NEXT STEP TO YOUR BUSINESS GROWTH....

What is Business Development and why is it important?

“Business Development” are tasks and processes to develop and implement growth opportunities.

I have found when people think of growth, they think of revenue. And when they think of revenue, they automatically think of increasing revenue. While this is true, it is only one small piece to a much MUCH bigger business growth puzzle.

Before business development strategies are created, you must have a plan on how to brainstorm and how to assess what to do next. Ideally, this is not the “throwing spaghetti on the wall and see what sticks” method because that could be a waste of time, energy, and money.

Business Development generally falls into 3 categories:

1. Increasing revenue
2. Increasing client base
3. expanding products/services

Increasing revenue can consist of the following:

- a. selling more to existing customers,
- b. increasing marketing costs (which is never my first step),
- c. increasing exposure,
- d. reach, and visibility (that does NOT have to do with marketing costs),
- e. changing pricing structure
- f. offering add-on
- g. offering bundle pricing
- h. offering ala carte pricing
- i. changing size/scope of products/services
- j. offering incentives, bonuses, frequent buyer programs, contests, etc.

Examples of Increasing client base are:

- a. upline (your customers’ customers) or downline (your vendors/suppliers) marketing efforts
- b. complimentary industry collaborations or joint venture business growth opportunities
- c. Public speaking at organizations/events like Chamber and Rotary, etc.

- d. Media opportunities including being a guest on podcasts, writing articles, featured in a magazine
- e. Social Media contests, quizzes, content, etc.
- f. Complimentary service that can include an assessment, trial, review, strategy session, etc.

Expanding products/services can include:

- a. Offering more than 1 proposal for clients to choose from
- b. Offering small scope options
- c. Offering larger scope options
- d. Offering discounted add-on service/product
- e. Create complimentary product/service (horizontal integration)
- f. Offer downline (vendor/supplier) or upline (customers' customer) services

These lists are not all the options, but it gives a good idea.

Example from my life:

For those who don't know who I am already, my business journey started because I was homeless when my single mom abandoned me at 16 years old. The solution to my situation was to start my own business, along with graduating high school, and starting college. The beginning of that journey was painful. So I started finding ways to grow my business without adding costs. Now, over 3 decades later (and multiple degrees, and hundreds of customers), I really love sharing methods of business growth that do not involve marketing or mindset coaching, but tools, techniques, and insight into strategic business developing in operations, finance, I.T., infrastructure, customer service, sales, and product/service mix.

### Reflection Questions:

Here are a few brainstorming questions for each of the 3 categories above. This one Pillar can be a class all by itself, because I think it is the most important, the most impactful, and the most creative. Now let's have you brainstorm on as many ideas as you can for each of the 3 categories. If you are not sure what something means, feel free to shoot me an email: [support@andiemonet.com](mailto:support@andiemonet.com).

Increasing revenue can consist of the following:

- a. sell more to existing customers: \_\_\_\_\_
- b. increase market costs (which is never my first step): \_\_\_\_\_
- c. increase reach, exposure and/or visibility to new potential new clients: \_\_\_\_\_
- d. change pricing structure: \_\_\_\_\_
- e. offer add-on options: \_\_\_\_\_

- f. offer bundle pricing: \_\_\_\_\_
- g. offer ala carte pricing: \_\_\_\_\_
- h. change size/scope of product/services: \_\_\_\_\_
- i. offer incentives, bonuses, frequent buyer programs, contests, etc.: \_\_\_\_\_

Examples of Increasing client base are:

- a. upline (your customers' customers) or downline (your vendors/suppliers) marketing efforts: \_\_\_\_\_
- b. complimentary industry collaborations or joint venture business growth opportunities: \_\_\_\_\_
- c. Public speaking at organizations/events like Chamber and Rotary, etc.: \_\_\_\_\_
- d. Media opportunities including being a guest on podcasts, writing articles, featured in a magazine: \_\_\_\_\_
- e. Social Media contests, quizzes, content, etc.: \_\_\_\_\_
- f. Complimentary service that can include an assessment, trial, review, strategy session, etc.: \_\_\_\_\_

Expanding products/services can include:

- a. Offering more than 1 proposal for clients to choose from: \_\_\_\_\_
- b. Offer smaller scope options: \_\_\_\_\_
- c. Offer larger scope options: \_\_\_\_\_
- d. Offer discounted add-on service/product: \_\_\_\_\_
- e. Create complimentary product/service (horizontal integration): \_\_\_\_\_
- f. Offer downline (vendor/supplier) or upline (customers customers) services: \_\_\_\_\_

**Action**

If you had to pick only one option from each of the 3 categories, which ones would they be?

Increase Revenue: \_\_\_\_\_

Increase Client Base: \_\_\_\_\_

Expand Product/Services: \_\_\_\_\_

**Success Fact:**

I have increased revenues or profits by as much as 300% in as little as 1 to 4 months. I know you can too. Which one choice above would you love to do?

**Challenge:**

**I challenge you to really embrace one of your choices above. It could really make a big change for you and your business. Feel free to reach out if you'd like some support!**

## BUILD YOUR ACTION PLAN

“Every journey starts with a single step”

**This is a short list of how I help businesses. Let me know if you'd like to find out more?**

### SALES

- Increase Sales
- Increase Sales without adding costs
- Increase Sales without adding costs or additional hours to the day
- Get better at sales
- Get better at sales when you don't like “sales”
- Find ways and understand what existing customers may want to buy more of
- Create customer incentive programs
- Increase “conversion” of more potential clients to become a new client
- Increase exposure, advertising and marketing without adding more costs
- Decrease time for client to say “yes”
- Understand how to communicate better so potential clients hear me, understand me, and understand the benefits and value they will receive
- Understand the 3 things that all customers want to be happy, which is not cheaper products/services
- Understand if my prices are too high/low

### COSTS

- Decrease Costs of Goods Sold or Cost of Sales (Costs to create/fulfill product, service, project)
- Decrease administrative costs (G&A, Overhead, Operations costs, etc.)
- Understand my costs better
- How to decrease costs that are “fixed”, that I can not change.
- Understand why and how “G&A Rate” is important to know
- Understand why and how “Gross Profit” rate is used to make business decisions

### PEOPLE & PRODUCTIVITY

- Decrease hours worked
- Get more accomplished in a day
- Have less meetings or less time per meeting
- Decrease excessive and consistent long hours
- Understand how to create motivation and productivity with employees
- Understand how to increase employee productivity
- Understand “where” to increase productivity
- Get new employees/contractors to be fully trained faster

- Plan on hiring my first employee, contractor, assistant, or salesperson
- Learn how to be more productive in my day
- Build a more cohesive, collaborative, or effective team
- Should I outsource or not?

## MANAGEMENT

- Understand better what makes “me” unique in my industry or my business
- Understand how to run business more strategically
- Understand how to run business more confidently
- Learn how to make business and financial decisions with ease and confidence
- Understand how I can start scaling my business for higher growth without adding costs or hours
- Become a better manager
- Understand how to become a better leader
- Learn the difference between being a manager and a leader
- Understand why 75% of potential customers do not say “yes” to me
- Understand why only 25% of people hear, understand, or connect with me
- Learn how to get my “support team” to be more supportive of me (family, spouse, parents, friends, etc.)
- Learn to know what I don’t know
- Understand primary difference between LLC and S-corp and why I should care
- How to more strategically set priorities and goals, and what that means
- How to better achieve goals
- Better understand business operations
- Better understand business operations and be comfortable and confident about making decisions
- Better understand finances and be comfortable and confident with making decisions

## DATA & FINANCIAL REPORTING

- Learn some easy-to-understand concepts on my financial statements
- Learn what additional data should be collected to run my business better
- How to better divide, categorize, or class my products/services
- Understand why I should divide, categorize, or class my products/service
- Understand cash vs “accrual”, why it’s important, and how it affects me, my taxes, and my business
- Learn how to use financial statements as a management tool
- Understand what can be learned from financial statements

## BUSINESS DEVELOPMENT

- Understand how to expand on existing products/services
- Understand how to increase sales without expanding on existing products/services
- Understand how to create or increase sales where I'm not currently charging
- Understand how to create profits on existing products/services that I'm losing money on
- Understand which products/services are losing money
- Better understand where, how, and why products/services are currently losing money
- Better understand where, how, and why products/services may be losing money
- Better understand what my true costs are to produce product/service
- Understand why I show a profit but don't seem to have much money in the bank
- Increase exposure, advertising and marketing without adding more costs
- Want more visibility and exposure
- Want more visibility and exposure without adding costs or hours
- Improve social media understanding, plan, presence, or strategy
- Learn more about how social media can help me
- Understand why social media is and/or why it's important

## PROCESSES & SYSTEMS

- Decrease time to bill clients
- Decrease time from "acquiring client" to "client paying"
- Decrease time for clients to pay
- Improve systems (QB, CRM, funnels, etc.)
- Improve processes (manual processes)
- Optimize systems and processes (maximize existing system and/or optimize or automate more processes)
- Decrease time to "onboard" new clients
- Decrease time to start a client project
- Decrease time to complete a client project and/or fulfill an order

## FINANCING & LOANS

- Understand my options for business loans or financing
- Understand which business financing may be best for me
- Understand what the bank wants to know if I submit a loan application
- Find out if it's possible to get a loan, based on my current financial statements
- I'm afraid that I may be close to losing my business. Do I have a chance?
- I can not get my business to support myself and/or my family. What can I do? How long would it take?
- I don't have enough money for a consultant. I want to learn as much as I can to make more money without hiring someone.
- How to decrease debt and/or credit card balances

## What Next?!

If you are looking for what to do next, here are two options:

- Other Ideas? VISIT [www.AndieMonet.com](http://www.AndieMonet.com), which will give you more resources, courses, books, and ideas
- More DIY? **DOWNLOAD:** Explosive Profits WORKBOOK at [www.ExplosiveProfitsWorkbook.com](http://www.ExplosiveProfitsWorkbook.com)

This is the nuts and bolts of transforming you from a small business owner to a corporate executive in your business. This is really where you learn about tips, tools, and skills to understand, run, and manage your business like a CEO! Here are the topics in this Workbook!

### 9 Pillars of Explosive Profits WORKBOOK:

#### Understanding & Implementing Strategies and Tools for Business Growth

Pillar 1 – Business Value

Pillar 2 – Costs of Sales

Pillar 3 – Operating Costs

Pillar 4 –Existing Customers & Products/Services (Business Growth with existing customers and products/services)

Pillar 5 – New Customers & Products/Services (Business Development with expanding customers and products/services)

Pillar 6 – Metrics

Pillar 7 – Cycles

Pillar 8 – Processes

Pillar 9 – Systems