



# SMALL BUSINESS EVOLUTION JETPACK

## COURSE BOOKLET

# WELCOME!

Dear Evolution Seeker,

Welcome to "The Small Evolution Jet Pack" Workbook! In these pages, you'll embark on a transformative journey to elevate your small business to new heights. From turning profit into a habit to identifying your desert island client and implementing organizational efficiency strategies, each topic is carefully crafted to empower you to evolve your business with confidence and purpose.

Through this workshop and workbook, you'll gain the essential tools and insights needed to navigate the challenges of business ownership effectively. By the end, you'll not only feel more confident and efficient in managing your business but also equipped with the knowledge to propel it towards sustainable success. Get ready to unlock your business's full potential and embark on a path of growth and prosperity.

Sincerely,

Mel



# TURNING PROFIT INTO A HABIT

## ACCORDING TO THE GUARDIAN

\_\_\_\_\_ of Americans say they live from paycheck to paycheck.

## ACCORDING TO BLOOMBERG

\_\_\_\_\_ out of 10 entrepreneurs who start businesses fail within the first 18 months due to cash flow issues.

## REASONS WHY WE LIVE PAYCHECK TO PAYCHECK

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## **HOW TO REPROGRAM OUR BRAINS TO SAVE NOT SPEND**

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## **ACCORDING TO EINSTEIN**

"----- is the eighth wonder of the world. He who understands it  
earns it, he who doesn't pays it"

# DISCOVERING YOUR SECRET SAUCE

## WHAT TO MONETIZE

Customers can tell if your Secret Sauce is something you are passionate about

## DECIDE WHAT YOUR STORY IS

Customers can tell if your Secret Sauce is something you are passionate about

You need to identify your competition label

You want to be the "\_\_\_\_\_" or "\_\_\_\_\_" at something

Examples:

- Highest quality
- Silliest and Most fun
- Most succinct and simple
- Most out of the box and original
- Most giving and caring

Customers want a simple story and a simple offering to minimize \_\_\_\_\_

Don't go in search of the wrong \_\_\_\_\_, don't look to match your competition, don't be afraid to stand out and lean into the real you

- Be consistent
- Double Down on who You are
- Don't Trick into choosing you
- No Faking It till you make it
- Your authentic voice, just Amplified

Live on the \_\_\_\_\_ and Look Different

Examples:

- How you dress
- How you market
- Where you market

The more unique you are, the riskier it is for competitors to replicate

Have a **DEAD** Good Story (Evolution makes us acknowledge different)

- **D**\_\_\_\_\_
- **E**\_\_\_\_\_
- **A**\_\_\_\_\_
- **D**\_\_\_\_\_

Until they work with you all that potential customers have is your marketing, marketing has to match \_\_\_\_\_

- What's Your Website's Story?
- What's Your Social Media Story?
- What's Your Email Signature's Story?

## **ACCORDING TO EINSTEIN**

"Only one who devotes himself to a cause with his whole strength and soul can be a true master. For this reason, mastery demands all of a person"

# HOW TO FIND YOUR IDEAL CLIENT AND DUPLICATE THEM

## BREAK OUT YOUR CLIENTS

Determine what matters to you and create a weighted average score for each client to determine if they are **GREEN** (interview and keep), **YELLOW** (investigate), **RED** (offboard)

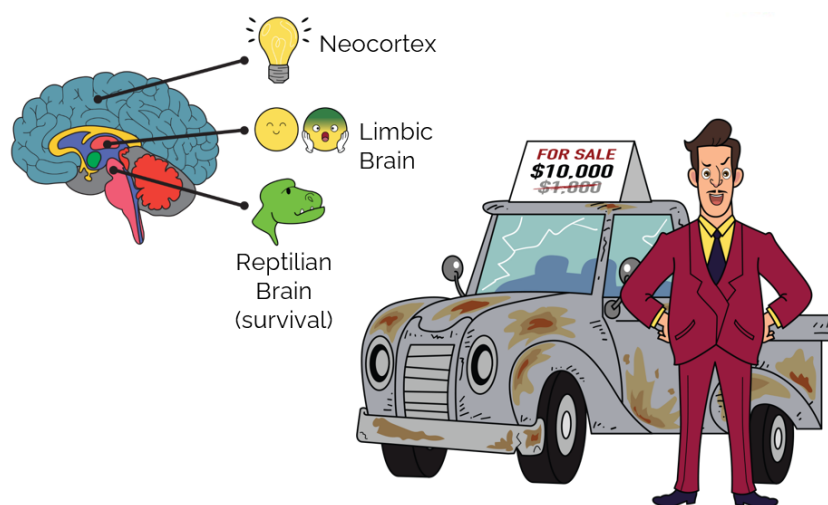
Remember that there are things that can't be \_\_\_\_\_ (e.g. a feeling)

Clients tend to follow the below categories:

- **Givers**
- **Takers** (will cause burnout unless boundaries are set)
- **Matchers** (reciprocity)

## TIPS ON LANDING IDEAL CLIENTS

Potential customers are often \_\_\_\_\_ of the \_\_\_\_\_ and new [vendor] when they are in need of help





Become \_\_\_\_\_, prove that you're:

- Not new
- Not dangerous
- Here to help

\_\_\_\_\_ = Familiarity

Make your Secret Sauce known and reflect everywhere:

- Website
- Social media
- Email signature
- Flyers
- Business Cards

\_\_\_\_\_ = Familiarity

Find a connection by researching your lead

- Facebook / LinkedIn personal profile connections:
  - Mutual friends
  - Schools
  - Groups
  - Past employers
- Google search
- Company website

\_\_\_\_\_ = Familiarity

- Reply quickly to inquiries
- Don't have automatic/template responses

Be Curious and activate the \_\_\_\_\_

- Prove that you're \_\_\_\_\_
- Let the prospect \_\_\_\_\_ the conversation
- They know what their problems and struggles are
- Find the \_\_\_\_\_

Lead With Your \_\_\_\_\_

Your mission and/or values should be on your:

- Website
- Social Media
- Pitch Deck
- Email signature

Don't \_\_\_\_\_

- Don't trick someone into choosing you
- Your community should love you for being you
- No inconsistency, double down on who you are

Target a \_\_\_\_\_ Community

- Easy to become the authority
- Don't try to serve everyone
- Specialize in learning how to speak to them
- Resonate with your audience so that they carry you
- Your audience will grow organically

## **ACCORDING TO EINSTEIN**

"Not everything that can be counted counts, and not everything that counts can be counted"

# HOW TO ACHIEVE ORGANIZATIONAL EFFICIENCY FOR SCALING

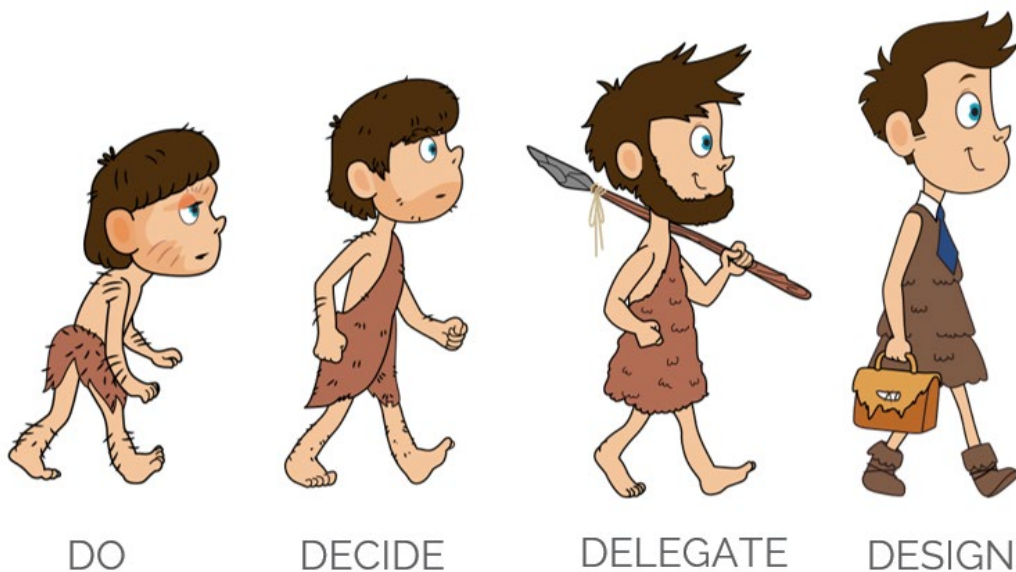
## DON'T GO IN SEARCH OF THE WRONG HOLY GRAIL

- It's not about \_\_\_\_\_
- It's about \_\_\_\_\_

## PROTECT YOUR SECRET SAUCE

Analyze your daily tasks

- \_\_\_\_\_ (get rid of unnecessary tasks)
- \_\_\_\_\_ (get things done more efficiently using tools and systems)
- \_\_\_\_\_ (delegate)
  - Hire for \_\_\_\_\_
  - Create \_\_\_\_\_
  - Have \_\_\_\_\_ update manuals
  - \_\_\_\_\_ employees and don't undermine your team



Take a **4-week vacation** and identify **broken systems** and **fix** them

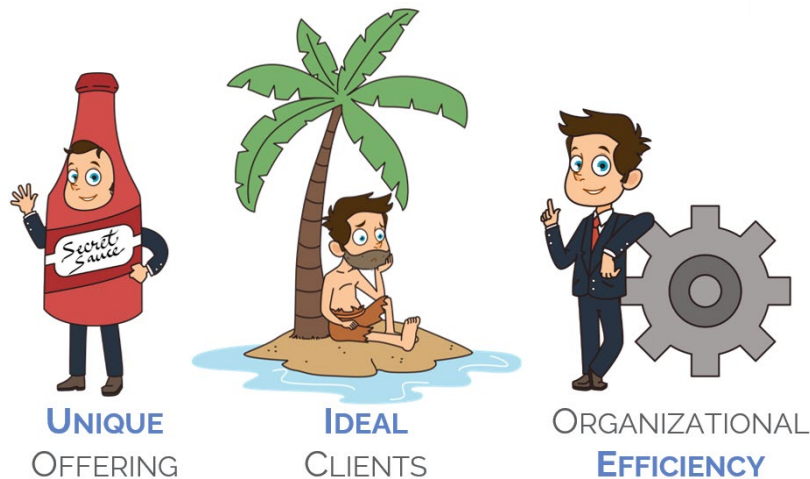


## ACCORDING TO EINSTEIN

"Look deep into nature, and then you will understand everything better"

"A person who never made a mistake never tried anything new"

# RAPIDLY EVOLVE YOUR BUSINESS BY PUTTING IT ALL TOGETHER



## POTENTIAL INCOME LIMITED

With a **unique offering** and **ideal clients**, but no systems, your income is limited to

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## NO DEMAND

With a **unique offering** and **systems** in place, but no clients who desire your offering, there is no \_\_\_\_\_ for what you're selling

## PRICE PRESSURE

With **clients who desire your offering** and **systems** in place, but no product/service differentiation, there is a limit to \_\_\_\_\_



## ACCORDING TO EINSTEIN

"The important thing is to not stop questioning. Curiosity has its own reason for existing"

"Life is like riding a bicycle. To keep your balance, you must keep moving"

# Thank you!

Congratulations on completing "The Small Evolution Jet Pack" workshop and workbook! Your commitment to learning and growing your business is truly commendable, and we're thrilled to have been a part of your journey. We sincerely hope that the knowledge and insights gained through this program have empowered you to take your business to new heights.

As you continue on your entrepreneurial path, remember that our doors are always open for you to return. Whether you need a refresher on profit habits, guidance on scaling your business, or support in navigating new challenges, we're here to help. May this workshop and workbook serve as valuable resources that you can revisit whenever needed, enabling you to continually expand and evolve your business with confidence. Thank you for entrusting us with your business education, and we look forward to witnessing your continued success!

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