

The 11-Point Profit Map

Your stress-free guide to a profitable business.

by Joy Chudacoff



1. Core Strategy, Vision & Values

Always know why you get up and work every day. Focus & refocus.



2. Marketing Offline/Online



3. Sales Conversion

What are your best lead gens? Fix all leaks in this area for quick cash bumps.



6. Team Support

Develop an A+ team that has your back.



5. Boost Your Productivity

Where can you systematize and automate so your mind is free to do your genius work?



4. Client & Customer Care

How do you show your clients you care? How can you improve?



7. Get Rave Reviews

Ask clients how you are doing and to share specific results you helped them achieve.



8. Referrals

Give them to get them! Become a connector.



9. Client Retention

Plan ahead. What do your clients need next?



11. Leadership & Lifestyle Design

Set priorities. Have clear boundaries. Practice self-care.



10. Simplify Money Systems

Automate your money IN and money OUT processes.

