

YOUR PROFIT NEXUS



CREATETHERULES.COM

THE PROFIT PLAN

CREATE THE RULES



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THE PROFIT PLAN



Why We Do This

So many times we see businesses, even in their third, fifth or tenth year of business, move between product & service offerings trying to find their "ONE THING" that will get them not only profitable, but prosperous.

This is important to know what this means for you.

Profitable is where your profit margin is enough that you can keep re-investing into your business - your team, your reach, your marketing, your product development and your ease.

A prosperous business means you can be resilient in times of economic shifts, you can pay yourself more and you provide stability and resilience to your teams and the communities you serve.

At the end of the last exercise, you might have discovered that your current products and services at their current prices might not get you to your financial goals.

Now some advice you may have been given is to just raise your prices. But that's not always practical. Raising your prices might price you out of your current audience or require more work to redesign the marketing needed to reach a different audience.

You may also have discovered you couldn't serve or sell as many products or packages it would take to reach your goal.

This is why we do the Profit Plan in this order. We can create products and services that DO get you to your financial goals and build a marketing plan to sell it with ease to an audience built on buyer-intent.



Before We Get Started...

Yesterday, we talked a bit about what goes into pricing your product. In the rest of the Profit Plan we go through your support system - both tools and people.

We then build a marketing plan that supports your products, packages and pricing strategy.

This not only impacts the number we created on Day One (Spoiler Alert, it could make the number go up or down) but also the actual price of your products and packages from a profitability perspective.

It's not enough to just raise your prices. We need to go into what your prices are actually doing for your business.

Your pay from your business is calculated in the cost to produce and the cost to market or sell.

Your profit is what is left over from
 $\text{Revenue} - \text{Costs} = \text{Profit}$.

If you are paying yourself from the costs, you have an opportunity to create profit for thriving, resilient business building.

Let's take a look at how you can start to look at your pricing.

Profit is for
investing in
your business,
your teams &
the communities
you serve.

COST PLUS PRICING

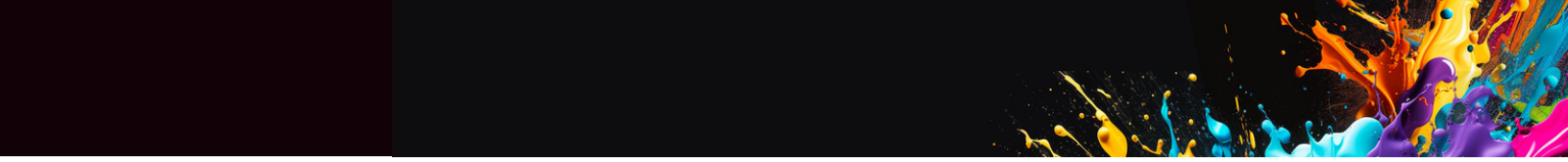
Good for More Than Just Goods

One of the challenges in pricing competitively or with values-based pricing is you can price yourself out of growth because you haven't factored in the cost of providing the service. This is especially relevant for courses, memberships and group programs. When you go to hire people for roles, the cost of them taking on the tasks isn't factored into your pricing because you never paid yourself for doing the jobs.



Are you paying yourself for all of these tasks that you are doing in your life?

Remember, Profit=Efficiency. Where can we bring more ease into your life and business?



Instructions

One of the easiest ways to build new products and services is to take your year total and divide it by how many products or packages you can sell.

A client wanted to increase their revenue so they thought they would just increase the amount of consulting sessions they would offer in their business. They would have to quadruple their current client roster.

The obstacles to this was the amount of money allocated to increased marketing, plus the time they would have to invest to create that marketing. Then we had to factor in their time it would take to administer the packages sold. It was completely impractical to go this route.

What we did was figure out the price point for consulting at how many clients they could serve without burning out.

We then created the offer to an audience who was prepared and ready to buy.

They ended up selling and serving a different niche who wanted a service they wanted to offer at the price point needed to get to the financial goal.

There is no point selling a product or service that will never get you to your financial goals. You can offer it when you have developed your core offers that continually supply you with reliable income.

PLUS: A good rule of business is to never allocate more than 30% of your income from one niche, audience or platform.



Audience

Sometimes we have to pivot and build a new audience for the products and packages we are currently selling or are planning to sell.

When it comes to creating a lifecycle marketing strategy for your business, it might be that you plan a series of packages and products that your clients and customers can continue to buy from you.

Sometimes service providers get stuck in the what's next for my audience.

You can also choose to sell the same thing you have now but to a different audience with different branding, different key messaging and a different price point.

This is your invitation to decide if you're going to continue developing your current audience or create a new one.

Remember, you do not want to have more than 30% of your income coming from one niche, one platform or even one product line.

In order to grow and scale throughout the lifetime of your business, it costs less for you to continue selling to past customers than it is to constantly create new ones.

We still have to invite new people to buy from us, but ask yourself - for each product or package I offer, what is the next step for my clients and customers to take with me?



The Exercise

What product or service can you create that is the price you need to be selling at? What audience needs this product or service?

You can also do this exercise from a new audience perspective? What do they need from you?

What will it be like when you sell these products or services to them with ease?

PRODUCT OR SERVICE	PRICE	AMOUNT YOU NEED TO SELL TO REACH ANNUAL GOAL
.....		
.....		
.....		
.....		
.....		
.....		

Growth & Scale Plans

If your current offerings do get you to your goals and you're able to sell or serve with the current mix, we can look at creating growth or scale plans for your business.

Growth: Add capital to your business - team, resources, support, products to increase revenue. Your profit margins usually don't increase in this plan because you're adding more expenses in terms of the capital in your business.

Scale: Add more revenue without increasing business costs.

Where Is Your Business in the Process?

Are you creating the perfect product and package mix?

Are you entering a growth period?

Are you ready to scale?

Each stage is cyclical. We move through them over and over throughout the lifetime of our business.





What's Next

If you're not sure how to find the audience and what product or service they need most that they can provide, this is exactly what we do in Create the Rules Catalyst.

We help impact-driven business owners break up with their habit of chronic undercharging and marketing to an audience that isn't ready to buy.

We help you craft a product and service mix that allows you to grow and scale with ease. A pricing strategy that makes it an easy yes for your clients, design the support system that keeps you nourished and the marketing plan that gets you in front of the audience you want and who is ready to buy from you.

What's Included in an Annual Membership:

- As much Done-With-You live 1:1 and Community-led support you need in your business
- Coaching, mindset, strategy, co-writing, collaborating, planning and implementation support
- Unlimited access to all of the co-working rooms with 24/7 access
- The full Profit Plan business growth system
- Digital planners, marketing plans and a personal whiteboard for you to plan and use with the experts in the rooms
- Free access to all events, workshops and live courses.

How to Join

We have a special offer if you join Create the Rules Catalyst by May 20, 2023 and pay for the entire year of support at once.

You will receive 13 months of support for your first year - yes, a Baker's Dozen of support for only \$3500. Your next annual payment won't be due until June of 2024. Also your dues never go up when you join Create the Rules Catalyst.

The regular price of Create the Rules Catalyst is \$3900 paid in quarterly installments of \$975. Your minimum commitment is 12 months, but we know you will love being a part of Create the Rules Catalyst and can continue paying quarterly or switch to yearly after your first year.

As much 1:1 and community-led support you need - copy and content writing, landing page strategy, sales page strategy, sales funnels, websites, local marketing, global marketing, social media strategy, products & pricing strategy, signature speech development and execution, event planning and more.

We are here to help you create and grow a thriving business. We do it better together.



The live co-working rooms in the Catalyst give you as much 1:1 and community-led support you need, with experts you can trust.

Join [Create the Rules Catalyst](https://createtherules.com)