

10X

Workshop

Intuition is killing your business, here's how..

Lesson 1 – Action Guide

Welcome to the 10x Workshop!

If you're interested in growing your business you're in the right place.

The 10x formula is simple and it just works! Across markets, across products.

This workshop is designed to help you capture all those critical lessons from the 10x formula, and give you space to brainstorm your own business.

The four types of people for whom this formula is perfect...

1. You are running a business (of any scale) and want to increase sales
2. You are somewhat overwhelmed with all challenges of running a business
3. You have some analytics setup but are not actively using it for business growth
4. You are comfortable taking small actions that steadily take you to your goals

(If you fall into one of those four categories, you're going to love the next lesson I have for you... it's about 10x formula and its three dimensions. You will discover opportunities for your own business in that video I'm sure...)

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Part A: Three questions

Answer them to your best. Write whatever is true for you.

1. What are the biggest challenges you face in your business?

2. What have you done to overcome them so far?

3. If you overcome those challenges, what would your business (and life) look like?

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Part B: Assessing the present - current business metrics

We need to collect some numbers to assess the present business.

Metric	3 Months Total	Monthly Average (Total / 3)
Unique visitors		
Number of paying customers		
Net sales (after refunds)		
Refunds		
Average revenue per customer (Net sales / number of paying customers)		
Average revenue per visitor (Net sales / number of unique visitors)		

Where can I find these numbers?

You will find unique visitors count in Google Analytics. Expand the date range to last three months and note the visitor count.

Sales, refunds and customer count is something you can get from your payment gateway (PayPal, Stripe, Braintree, etc.) or shopping cart software (WooCommerce, Magento, etc.). If you are using an online e-commerce system (Shopify, eBay, Etsy, etc.) you will have these numbers in its reporting / analytics section as well.

I'll give you bonus points if you could start thinking about the "backstory" these numbers tell.. How do these numbers relate to each other? :-)

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Looking ahead in the 10x Workshop...

Lesson Two – The 10x Formula

In this lesson, I'm going to reveal the 10x formula and the three core dimensions that make up the formula.

Moreover, you will also learn the top strategies for each of these three dimensions – so you can begin getting closer to your 10x goal!

Lesson Three – Low Hanging Fruits

Who doesn't want to get to 10x faster? The third lesson will give you all the low hanging fruits you can pick up on your 10x journey to see some quick results.

This is going to be really interesting lesson!

Lesson Four – Speeding Up and Next Steps

This lesson is all about you moving forward and moving into action. Learning theory is good, but taking actions from them is what matters.

We will look into how you can consistently get to 10x and what can be your next steps.