



P + R + O + S + P + E + R
F O R M U L A®

CHALLENGE

WORKBOOK

DAY-1



WELCOME

HOWDY!

I'm excited as a mosquito in a nudist colony!

You are in the right place if you own a small business and are looking to increase your profits dramatically.

Over the next few days, I'm going to show you exactly how to double your profit with 7 powerful tactical marketing and operations ingredients that you can implement immediately.

Be Ready:

- Come early, be ready to learn. Get rid of all distractions, shut down your email, turn off your phone, you don't want to miss a single minute.
- You may want to print this workbook to easily fill in the blanks and refer back to earlier sessions.
- Be prepared to log in to your website, Google Business Profile, and customer database (CRM).
- It will help tremendously if you could know your numbers. Total gross sales, total prospects for the past month, closing ratio, average order size, and lifetime value (LTV).
- You will absolutely get some "Ah HA's". Write them down, underline them, asterisk them, and highlight them! One "Ah Ha" could be the change you needed in your business that will pay for a new car, or at least dance lessons or t-ball uniforms.

Here's what to expect:

- We will be moving quickly, and I will be throwing out hundreds of tactical examples you can easily use in your business.
- Some of the lessons, I will be walking you through exactly what to do, and you should be doing it live with me.
- I will be giving away copies of my book, door prizes, and private coaching from me. **BUT you have to stay until the end and participate.**

I will be giving you everything I have. I'm extremely passionate about helping local small businesses prosper. I'll be guide and your biggest cheerleader. All you have to do is show up, learn and implement!

LET'S DO THIS!!!

Eddy Hill

Local Small Business Prosper Guide.



Want to **UPGRADE** Your Challenge **EXPERIENCE?**

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group after each session.



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Business Profile Optimization for
Small Businesses.



BONUS: VIP Training on Friday
with Advanced Tactics.



Exclusive Bonus Training on the
Social Media RECIPE for Local
Small Businesses.



BONUS: 1- Year Digital
Subscription to Prosperous Small
Business Magazine.

VIP UPGRADE

Offer Closes 5pm Wednesday



Prosperformula.com/VIP

DAY 1 NOTES

BIG BOLD CLAIM

What was your net income for 2024? _____

Not including the salary or any perks you pay yourself.

Take that number and double it _____

I'll show you mathematically exactly how you can reach this number.

*If I can prove that you can easily double your profit, by deductive reasoning, this challenge is worth at LEAST that number.

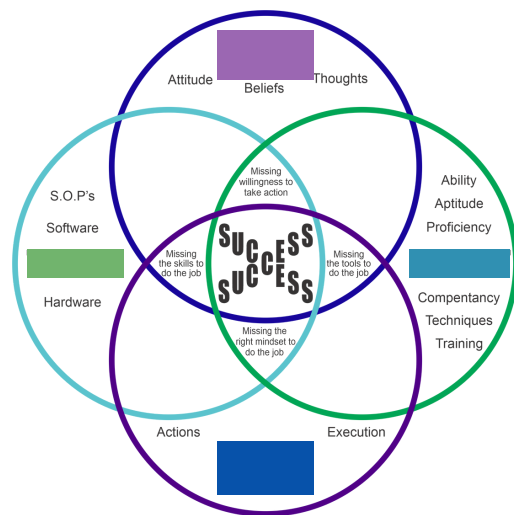
*Earnings disclaimer: We have made absolutely every effort to accurately represent this formula and its potential. Despite this, there is no guarantee that you will earn any extra money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas, and techniques. We do not purport this as a get rich quick scheme – the techniques are proven, but their capacity to create wealth is based purely on the determination, commitment, and willingness of the individual concerned.

I _____ understand that it's to up me to succeed.

7 _____ in your _____ will lead you to massive _____ in less than 12 _____.

If you massively grew your net profit, what would you spend the money on? (Check all that apply)

- ☐ Pay yourself more
- ☐ Hire (more) employees
- ☐ Buy new equipment
- ☐ Put money in savings for a rainy day
- ☐ Other: _____



4 Circles to Success

- 1.) _____ Attitude, Beliefs, Thoughts
- 2.) _____ Abilities, Aptitude, Proficiency, Competency, Techniques, Training
- 3.) _____ Software, Hardware, Machines, Ai, Robotics, S.O.P's
- 4.) _____ Actions, Execution, Implementation, fulfillment

DAY 1 NOTES

LEVERAGE



“Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.” - Archimedes

A 10-year-old child can lift a semi-truck with a lever long enough. The strongest man in the world can’t lift it without a lever.

COMPOUNDING

The Magic Penny

Would you rather have \$3 million in cash OR a single penny that doubles every day for 31 days?

Day 5: _____
 Day 10: _____
 Day 20: _____
 Day 25: _____
 Day 29: _____
 Day 30: _____
 Day 31: _____



Exponential _____ (ELB’s)

Tiny but relentless changes that compound to make a miracle. The power of an ELB lies not in its size, but in its daily occurrence. For an ELB to work its Exponential magic, the Little Bit must happen every day... every day... every day.

~Roy Williams

DAY 1 NOTES

Customer Journey



Scale of 1-10: How Are You doing in these 7 categories?

P _____

R _____

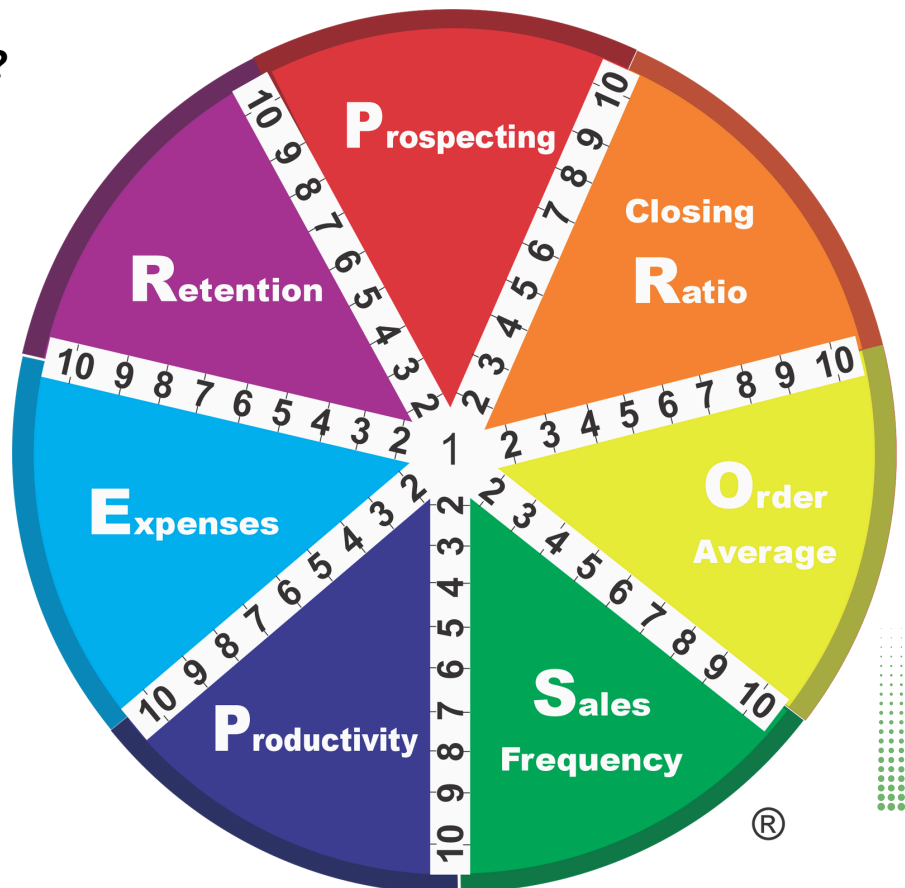
O _____

S _____

P _____

E _____

R _____



DAY 1 NOTES



PROSPECTING

↑5%

Prospecting

Increase Your Prospects by _____

Prospecting is the process of _____ finding _____ and _____ engaging _____ potential customers (prospects) who might be interested in a product or service.

ONLINE

OFFLINE

FREE

FREE

PAID

PAID

ONLINE

OFFLINE

DAY 1 NOTES



PROSPECTING

↑5%

Your prospects with the highest closing ratio is _____.

The only type of prospect you can grow consistently is _____.

_____ is 90% of the reason why a successful business is successful.

_____ is 90% of the reason why unsuccessful businesses are unsuccessful.

How to Set a Marketing Budget

You should budget between ____% to ____% for your Cost of Exposure

Cost of Exposure includes rent/mortgage, vans/trucks, and anything to get your name and brand “out there”.

HOMEWORK FOR DAY 1

Try to find out about how many prospects you are getting per month on average. Then figure out how many you actually close.

Identify 1 FREE way of getting more prospects and one PAID way that you could commit to for the next 90 days.

VIP UPGRADE

Offer Closes 5pm Tuesday

**ONLY
\$27**



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