



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

CHALLENGE

WORKBOOK

Day 3



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.





PROSPER FORMULA

CHALLENGE

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

**Become a challenge VIP & You'll get these
exclusive, VIP-ONLY perks:**



Physical Copy of the PROSPER
Formula® Best-Selling Book
Shipped to your door.



Lifetime Access to ALL Recordings
of the Challenge.



Physical Copy of the PROSPER
Formula® Workbook Shipped to
your door.



LIVE Coaching directly to the VIP
group after each session.



Exclusive Bonus Training on Google
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

**ONLY
\$27**



Prosperformula.com/VIP

DAY 3 NOTES



PRODUCTIVITY

↑5%

Increase Your Productivity by ____%

Productivity defined is the _____ of production of goods or services expressed by some measure, either _____, _____, or _____.



6 Ways to Increase Productivity

1) Find ALL your bottlenecks

- List them in order of most _____ to least.
- Devise a plan to minimize or eliminate the biggest one.
- Continue on to the others.

2) Leverage Technology

- Repetitive tasks should be automated
- Look into project management tools (Trello, Asana, ClickUp, Monday, Etc.)

3) Leverage _____ & _____

a. PEOPLE

On the bus, BUT are they in the right seat
Lead, manage train, teach, motivate, inspire

b. MONEY

Do the math, if you can buy equipment that effectively speeds up the process and it costs you LESS than what you are losing in productivity, BUY IT.

c. TIME

3 year impossible goal and work backwards.
GET Tactical

DAY 3 NOTES



PRODUCTIVITY

↑5%

4) _____ (SOPs)

- a. Anything that is done more than twice should have a written SOP
- b. Time test, test them
- c. "What gets measured, gets managed". "You can't manage what you can't measure".
"What's get's measured gets improved". - Peter Drucker
- d. EVERYTHING gets a score

5) _____ Effect

Just by having someone watching, productivity goes way up!

The Hawthorne effect is a type of reactivity in which individuals modify an aspect of their behavior in response to their awareness of being observed.

6) _____ Blocking

Experts say 50-to-90-minute time blocks with 10-minute breaks are ideal for mass productivity.



EXPENSES

↓5%

Decrease Your Expenses by ____%

2 Types of Expenses

1) _____ Expenses

Costs that stay the same each month. Rent/mortgage, salaries, utilities, repairs & maintenance, garbage pickup, phones, insurance, business loans, vehicle loans, equipment loans, association dues, software, advertising, and so on.

2) _____ Expenses

These are expenses that will change depending on the number of sales. When calculating gross profit, it only includes our variable costs. Some examples are the cost of goods, commissions, packaging, shipping, and so on.

DAY 3 NOTES



EXPENSES

↓5%

38 Ways to Expenses

- | | |
|--|---|
| 1) Cost of Goods | 20) Call Tracking |
| 2) Garbage Bill | 21) Duplication |
| 3) Payroll | 22) Annual Pay Versus Monthly |
| 4) Monthly Recurring Memberships | 23) Professional Services |
| 5) Software | 24) Rent/ Mortgage |
| 6) Insurance | 25) Bad Debts |
| 7) Travel | 26) Programmable Thermostat |
| 8) Electric Bill | 27) Barter |
| 9) Phone Bill | 28) PEO Expenses / Payroll Expenses |
| 10) Office Supplies | 29) Credit Card Processing |
| 11) Shipping | 30) Pass Credit Card Fee To Your Customers |
| 12) Repairs | 31) Buyers Group |
| 13) Maintenance | 32) Senior/ Military/ Chamber Discounts |
| 14) Insurance | 33) Marketing (Cut what is not giving you R.O.I.) |
| 15) Travel | 34) Rewards Credit Cards |
| 16) Taxes | 35) Bulk Buy |
| 17) Website Hosting | 36) Renegotiate With Suppliers |
| 18) Ink | 37) Software to replace employee time |
| 19) New Equipment (Printers, AC, Lights, etc.) | 38) Anything Charging Interest |

2 Audits You MUST Do Every Quarter

1) _____ Audit

- a. Download your _____ and go through every single transaction.
b. _____

2) _____ Audit

- a. Download your _____ and _____ and go through every single transaction.
b. Audit all your contracts.

HOMEWORK FOR DAY 3

- 1.) Commit to tracking your productivity in at least 1 area of your business.
- 2.) Schedule a vendor and billing audit for next week.