Transcript for Episode 227 – Optimize What You Have: Your 2026 Profit Strategy

Jessica Miller (00:02.158)

Hello, my friend. Welcome back to the It's Your Offer podcast, And happy almost new year. I love New Year's, And I'm so excited to be here with you today to help you bridge right over into this new year in a way that feels like it's full of possibility and full of momentum. I am fired up and I am coming in hot as my kids say, And I am so thrilled to be in this corner of the universe with all of you to talk about something so fun today, which is about stepping over into a new year and all the possibility of that and creating growth and momentum and energy in your business in a way that actually feels amazing. It's one of my favorite things to talk about. If you haven't figured that out yet here, we're going to talk about action and not overwhelm.

We're going to talk about how to do things really great, and I'm giving you all permission to step into this new version of yourself, which I promise you will set you free. This is a time of year where we get to do things better. We get to decide what feels good and what we wanna lean into. We take all of that New Year's energy and we make it work for us rather than the other way around. Right now, people are in planning mode, right? This is what that time of year really invites in.

They invite in this planning, but most people are planning too big and too broad, And so today I wanna invite you to simplify, focus, leverage what you have in your business because you've done all the hard work, you are sitting on a gold mine and we wanna take what's already there and make it more powerful, Because when you do that, not only do you grow, but it feels amazing and it is so much easier, And I really, want for all of you for your next year to be one that is filled with ease and joy and flow. I'm really inviting you to look at your business and what you're doing through this new lens of possibility from the perspective of stepping into this place where you can do what you already are doing better, and that will actually give you back time, energy, sanity…

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…10 times over, so let's talk about growth in your business. Let's talk about how we're going to leverage that. Where are the places that you can look and optimize around so that you can do this more easily? And I want to talk about what I always love to affectionately talk about, which are these levers in your business? Like what are a handful of things that you can do really powerfully that are going to change everything for your next year? that are gonna change the way you show up as a business owner. They're gonna change the amount of energy that you need to actually put out in order to create forward momentum and forward motion and results in your business.

They're the things that are sitting right there waiting for you to come in and claim them, and this just makes me smile and just wanna jump out of my chair, so let's talk about these profit leavers that drive all the growth in your business, and let's talk about the best ones, and let's just jump right into it, because I am ready. I even have notes. A lot of times I record my podcasts without notes, but I was like, we are going to be on point and this is going to be powerful, So I have those notes, so let's jump into it. Okay, so let's talk about lever number one. We want to optimize what is working in your business. We want to double down on the offer that brings you the most joy and the most money. I always joke like what prints your money and makes you happy.

Those are the things that we want to really lean into, And the reason why we want to do that and not be in this vein of creating like new, new, new. We don't want to be in the headset of new year, new everything. Like that is so last year. We want to be in this place where we focus in on the offers that you love that are working, and that we can simplify so that we are leaning into small shifts over new offers. It's about optimization and iteration versus new and redoing all the things over and over again, okay? Small shifts are big wins. When you simplify, when you do less better, you set a powerful framework…

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…you get clarity on what is going on, you set the foundation for being able to expand, so you really want to do less better before you expand, so leaning into optimize what is already working is one of the most powerful things you have in your business right now, and so what does that look like? Like how would you do that? Here are some places where you could do that in your business right now. You could take... an awesome offer that you have, and you could improve the delivery of that offer. You could take how you're sharing it with your clients and you can make it better, so it's getting better results, better momentum, better experience for your client. It's giving them more because you have optimized the way that you're delivering it, that is one really powerful way.

Another thing that you can do is you can strengthen the conversion path along that offer. Where are people falling out of your offer? Where is it clunky? What is that path and how do you smooth it out? The smoother and faster people move through that conversion pathway, the more money you make and faster. All again, without doing something new. You could add on value. What is one that you can sell somebody on the backend or add to the offers that you have that are gonna make it more valuable, more exciting? more beneficial to your clients, that’s an amazing way for you to lean into this, and also, we talk about this a lot, people will ask this question around pricing.

If it is appropriate and it makes sense for you, raise your prices, That could look like you're selling out this awesome offer in five minutes at the current price point, Or you've increased the value of it and thus it's a slightly different offer in the sense of how it's packaged, So it warrants another price, you know, a different price, Or maybe you've added something else onto it, or there's a different level that you're now offering, which would make sense for you to stratify against the price, So if it is appropriate and you're seeing signal, raising price is a great way to drive growth in your business without doing anything new, So I want you to take a minute, think about that. Again, if you're in a car or you're...

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…you know, walking or you, you know, you don't have a place where you're writing this down right now. First of all, that's amazing. I always listen to podcasts in my car, so I could totally relate to that. I am going to have something for you later on. You could always go back to that and download it. It'll be in the show notes, and for anyone that is sitting with a show right note right now, you can actually go download that document right now and be capturing the stuff here, so leave her number one, optimize what's working. Think about it. If you're moving, write it down. If you have the sheet, but this is an incredible opportunity for you to grow without doing something new. A second lever, which I love, love, love, love, is really what I love to refer to as the things that have lapsed and the low-hanging revenue.

What are those things that you may have done before that you forgot about? In this current time point that we're at right now, reactivation campaigns. reactivating your list, going back to the people that love you, the people that are in your world, where they've raised their hand before, like this is the new black, it is one of the simplest, most powerful ways to generate fast cash, so those buyers love you, those people in your audience know you, they trust you, they're there, they raise their hand. How do you invite them back into the fold? As we all know, we've all heard this, this is not like the world of Jess Miller, did not make this up, but people who have bought from you before are the fastest buyers to buy from you again. They make decisions faster and they buy at a higher speed.

They are infinitely easier to help than the person you don't know who is cold and you're chasing on the front end where you just have to convince them of like why they should even listen to you and who are you, right? That is harder, so if you're looking for immediate cashflow in Q1, it's loving on these people. It's thinking about them, the buyers that you've had, the people who have raised their hand, the warm, warm, hot audience that you have. Those people are low-hanging revenue, so how do you capture them? How do you do this in a simple way? A simple We Miss You campaign is so powerful…

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…and i know some of you are probably smiling, especially if you are the marketers that are listening to me. we've all seen these campaigns around this time of year, especially, right? hey, we haven't seen you in a while or we miss you. a simple, simple campaign, whether it's pushed through your social media or your email, re-engages these people. it brings them back into the fold and brings you front and center and lets them know that you're here to solve their problems when they maybe forgot about you, or maybe you had forgotten about them, and it's a super easy way to generate cash, and it is low-hanging. again, these people have bought, love you, and they're waiting for you to solve problems, and everybody has a problem at this time of the year. you could do a very focused value-driven check-in.

You can reach out to people and say, hey, I've been noticing ABC, or I have this thing that I put together or I'm offering at the end of the year. Are you interested? Try to tie it to them, make it customized. If you're watching your clients or if they're your past clients, you really know them, so you have a sense of like, how do I check in with people and offer them something valuable and offer them something helpful and invite them in to a paid offer that you have that can solve their problems. There is nothing more that people want at the end of the year than to have their problems just solved and tied up with a bow and to move into the next year feeling confident and excited that they're ready to go. They're like locked and loaded, that’s what we want to do. We want to invite them in for things like that.

You could even do a very limited time invitation that you're inviting them back, so maybe you've opened something up for these people that has a certain time window and you're inviting them back in to, you know, capitalize on an offer that they maybe did before. A lot of these things are cyclical or for a certain program that you have and that offer that you're loving that they could be a great fit for, for a certain know, period of time. Like I'm only opening this up for you right now before it goes public. Like those type of reactivations, I have found are so powerful, so whether it's like your email list that you're only opening something up for or past clients you're only opening it up for, and as a business practice, I do this a lot actually.

I love, love, love my clients, And I will always carve those people out to give them a little something special first, if I can…

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…offer it to them before you offer it to everyone else. Offer something to them with a little special something else before you go to the masses and to public, so what are those ways you can really capitalize off of sort of this low-hanging revenue that you can get by re-engaging your past clients or people that are in your world that have raised their hand to work with you? They're there, they're waiting, they have a problem, help them solve it. Make this the best decision they've made all here. Okay, so that is a very powerful lever, and then another one, which I totally love is really around simplifying your offer suite and thinking in that vein of long-term value through, know, repeatable things in your business.

When you simplify things and you can make it easy for people, the fewer choices that they have to make, the more sales and the more time you get back. The power that we have with systematizing, AI automations, repeatable workflows, any of those types of things that make it simple to touch people and to help them make a quick decision. It's almost like you're making the decision for them because it's so easy and it's so clear as to what they can do. Those things are really, really powerful and people will just come back and they will keep buying things from you because it's so dialed in and it is so Easy. Any type of client experience that is also personalized, you know, in the world that we live in now, and honestly, I feel like this is such a breath of fresh air because I have been for pretty much my entire life as an entrepreneur.

Like I love personalization. I love high touch. I love touching my clients. It's really important. Individualization is a huge strength on my strength finders. profile and I really embrace that and lean into it, and in the world of noise and robotics and all the things, personalization is more powerful than ever, and if you can create a perceived experience for your clients where it feels like it is customized, people are going to literally lean into you, not only with the excitement and the energy to go and…

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…come into your business and buy your things, but it's literally going to feel like a warm hug because somebody gets them. the things that you are creating are for them. they feel it, and it doesn't have to be like you're sending them a water bottle with their name on it, although that's great too if it's something you already have and you can do it, but it can just feel to them like you get it and you get them, and that is so huge, and i know we've all. been here. i'm even like i'm scrolling on social media sometimes and i'll be looking at somebody's post and reading the comments underneath it and i'll see a comment and i'm like, my gosh, this is my person.

It feels so good, so where you can do that and you can lean into those things, it's really, really powerful and it allows people again to like move into those offers, move it through it easily, keep buying the things, And the long-term value of those clients goes up because you have people buying more than once, so rather than your $200 offer, they only buy once. Now if they're buying that every quarter pretend, then guess what? You just like for extra business with that alone. I mean, they go from a $200 client to an $800 client. Life is good and you're still only servicing one person, So your...

You know, you're 80-20, really, that 20 % that is really like, it's working, it's moving, and it's driving those other things, and you can actually lean into that and simplify your offers around that, simplify your offer stack around that, and then lean into these people that really need it, systematize it, automate it where it makes sense, create those repeatable workflows. Those things really generate a ton of money in your business, and simplicity is key, it really is, and that, again, that 20 % that is going to generate fewer choices, more optimized, more money, that's where it's at, so what does this look like in your business? How do you do this?

So, you could add something like an onboarding upgrade, so somebody's in, you've got an offer stack, maybe there's an opportunity for as you're onboarding people, you can offer something else. You can make that experience amazing…

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…you can make them want to stay in and go deeper, for example. Things like systems around referrals, bringing people in, moving them through that offer stack in a very powerful way, and also, you're generating that flywheel. When people get to the end of your offer and they refer someone else, they're kicking that person to the front of the line in the beginning of that offer transition. It's really, really powerful. Streamlining renewal pathways or the next step pathway, so making sure that those offers are linked together and they're powerful, but making that super simple, dialing down those decisions, making it personalized, walking them through it, That's another way. You have someone who's completed a program of yours or they're coming up maybe to the end of a contract. Don't wait till they're at the end and like falling off.

How do you make that transition? to the next thing that they need to do really easy, really easy, and then if you want to leverage technology, which I think it has such a great place in your business, as long as you do it right, is you can really add in those sorts of AI driven touch points or these sort of automated touch points. What I always tell people, it's like, don't do the manual administrative stuff that you don't need to be doing when you could be saving your time for the high touch things that actually need you, And I love the human touch. As I said, I love touching my clients. When I use different systems or automations, I do that very strategically, and it is like I am touching them. I am showing up in their world, but I don't need to be the one copy and pasting a text message 25 times.

Like my systems can do that, but then I get to go in there when it really matters and when I need to be there, and that's actually a better use of my time, so embrace these software and technologies. They are so good for you, but the key is strategic and it is using them in the best way possible, so those are the places where you're going to see the easiest growth, really the simplest growth in your year ahead, and those are the things that you want to lean into now. You don't need to do a bunch of new things; it is the things that are there that you can optimize that are the key to success in your new year.

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Here's what I wanna remind you not to do in January, so you don't wanna rebuild the business. You're not blowing it up and starting over, that is not what you wanna do. You don't wanna launch five offers in January, that is not the fastest way to growth. You don't wanna chase shiny objects. I promise you; you will get a lot of the new offer. I did this new thing. I'm gonna do these five new things. You're gonna hear it all the time. Stay the course. Double down on the new you, not the new offers and the whole new business, that is just a recipe for coming back after hopefully you all are having a restful end of year and like crash landing into your January, that’s not what we want. This is a year of leverage, not volume. You wanna do less with a higher ROI, okay, higher ROI, And so here's...

…what I really want to make sure that you're all hearing, and for the people in the back, this is really important. There is a lot of messaging right now out there that says that the way to grow this year is to create something new, that new offer, the new program, the new funnel, and for most of your business owners listening, that is actually not the way to grow your business. You don't need a new offer this year. You need a tighter and more leveraged one. a tighter and more leveraged business. New offers, they feel exciting. They give us a sense of momentum. You feel productive and like you're gaining progress, even when they're actually just more work for many of you. Every single new offer comes with hidden costs. Don't forget it. Don't forget it.

More decisions, more like delivery complexity, more marketing assets, more support, more mental load, But the real growth happens when you Optimize what already works you sell more deeply and more customized not more broadly, you're not stretching yourself thin over everything you make it easier for the right people to say yes and those that are right there waiting for you to say yes again. I Have seen more clients grow faster by adding one strategic upsell one strategic piece of value tightening a core offer that they love like I said, it's…

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…printing them money and giving them joy and reactivating their past clients more than they ever did launching something brand new. this is your key to freedom, so if you're feeling the pressure to create something new right now, if it seems exciting for this new year, but there's that underlying sense of anxiety, like i'm not ready, i didn't put in the time yet, i've got so much to do, let this be your permission slip to stop. you are in a good place here. okay? this year is not about adding more. it's about making what you already have work harder for you, and that is the true key to freedom. you've done the hard work. you are amazing, it is sitting there right there waiting for you in your business. let's take that thing and make it give you a high return on your investment of time, so here's something i want to leave you with.

If you weren't allowed to create anything new this year, what would you make better instead? If you weren't allowed to create anything new this year, what would you make better in your business instead? I hope this gives you space. I hope it gives you expansion. I hope it's given you permission to lean into and leverage all the awesome things that you have in your business waiting for you, And as I mentioned earlier, you can go to the show notes. There is a tool there for you to print out, take five minutes, go through this exercise, write it down, and use it as your blueprint for your best opportunity in your business going forward. It will be the thing that sets you free. I am wishing you all an amazing, amazing new year. I know there are amazing things that are coming your way in this next quarter.

in these next 12 months, you were built for this. You can do less, better and unlock all that freedom, all that time, all that energy and all that money that could set your heart on fire. Until next week, everyone, have a good one. Bye.