Transcript for Episode 167: Top Repeatable Assets For 7-Figure Business Growth

00:01 - 00:36
Jessica Miller: Hello everyone and welcome to this week's episode of the It's Your Offer podcast. I'm so excited to talk to you this week as a continuation of a topic that we started talking about a few weeks ago on the podcast and that is the topic of repeatable assets. On this podcast, we talk a lot about how to take your time and your energy and your money and have it be a powerful input into your business that creates 10 times more on the backend. So today I wanna talk about repeatable assets from the perspective of sharing with you

00:36 - 01:19
Jessica Miller: some of the top repeatable assets that I see and that I really focus on when I'm helping my clients create massive growth. And these assets are really, I think, some of the most powerful levers in generating seven-figure growth in your business. If you have not heard the episode that we had a few weeks ago on unlocking the power of repeatable assets, how 7 figure earners double their revenue. Go and take a listen to that episode. It's a powerful episode. It talks about the power of a reputable assets, how you essentially do less and make more. I

01:19 - 02:01
Jessica Miller: think efficiency and focus and intention and understanding how do you create things in your business that give you back your time and energy and your money, how to do that in a powerful way is the key to unlocking massive growth. And we in my company, when we're working with other people, we really focus on helping you find the best opportunities in your business to double your revenue without needing to add more complexity, add more effort, add more people, add more money. This whole idea of more equals more is something that I am on a mission to

02:01 - 02:44
Jessica Miller: debunk every single day. And in order to create that growth from a place of ease and efficiency and to make the things in your business that you already have there really work for you, you need to double down on repeatable assets. I am here to tell you that the really good news about your business right

now is there is hidden money inside of your business in this moment that you can find to double your revenue immediately. I know this might sound crazy to many of us. Many of us are out there working really hard, doing all

02:44 - 03:23
Jessica Miller: the things, adding other things, trying to keep our business off of a plateau or dipping in our revenue. And the idea that we could double our revenue with some simple, focused growth plans that really make a big difference seems completely illogical. We think that in order to grow we need to add more things. We need to be doing more things. We hear that in the rhetoric that is out there in the marketplace. Often to get to where we are now. We've had to hustle and add things and just do things differently all the time. And so

03:23 - 03:55
Jessica Miller: it seems like in order for us to continue growing, our chain trajectory of our business, we have to go out there and find the thing that we don't yet have that will make our business finally soar. And we come into contact with our colleagues and even our clients and the podcast that we listen to and all the things that give us all these ideas and we walk away so many times thinking oh my gosh I should be doing that. I should be adding this thing. But I am here to tell you that it is actually about

03:55 - 04:35
Jessica Miller: subtracting. It is about doing less and creating more. And the middle point at the epicenter of that equation is the assets in your business that are already there and optimizing them for profits and making them something that will create money and ease and time and freedom for you and impact, not 1 time, but several times. So, in the podcast that I did a few weeks ago, I talked about this concept about why repeatable assets are so important. What are they? What does it mean for your business? Why should you care? And it was a wildly popular

04:35 - 05:03
Jessica Miller: episode. So, I decided to take it 1 step up a notch. And that is today's episode where I'm going to talk to you about the top repeatable assets that I have seen with my clients, and some of these I use in my business as well, actually most of them, almost all of them I use in my business as well. But I

wanna share with you exactly what those things are. So, this is gonna be kind of a punchy episode, I'm gonna get right to the point, I'm gonna kind of take my own medicine and give you

05:03 - 05:29
Jessica Miller: the things that are going to create the biggest bang for your buck of listening to this podcast in your business. And we're going to just sort of go like down the list. There are 5 or 6 things that I have found to be the most powerful levers as far as pulling the lever for growth in your business and creating repeatable assets and not only pay you once but pay you several times. And so, this is what it's going to look like. I'm going to tell you what that asset is. I'm going to tell you why it

05:29 - 05:55
Jessica Miller: matters to you, why you should care about this. When you're looking across your business these are the things that you want to be looking at when you are creating these assets that are going to pay you over and over and over again in time and money and energy. I'm gonna tell you how to make it repeatable. So not just why it's important and what it is, but how do you make these things repeatable? And then I wanna give you an example of how I have done this with my clients recently. I will try to give you

05:55 - 06:28
Jessica Miller: every insight that I can to what we did. I will tell you that the sales or the revenue that we generated, you will be able to see the power of these assets in an example. Cause I think that's the way that people really learn the best. And I want you to think about this for your own business. And let me tell you, sometimes it is really hard to see these things for ourselves in our own business, but I promise you for every single 1 of these opportunities they are in your business right now and they're not

06:28 - 07:00
Jessica Miller: just a ticket for growth, they are a ticket for doubling your revenue. In the past 2 months, I have had several clients that have consistently over the last year, pretty much year, have doubled their revenue month over month. So, when I give a big claim like this, like let's double your revenue using repeatable assets or let's find the hidden money in your business so you can

double your revenue with what you already have. It sounds like a really lofty goal. Like people are kind of like, really? What are you talking about? But let me tell you,

07:00 - 07:34
Jessica Miller: this is how it is done. It is done by finding your best opportunity. It is done by optimizing your offers for profits and not having them pay you just 1 time and generate profits once. It's where can you do that in your business so that the asset will pay you over and over. And we focus in on those plans and we're really doing it in a 90-day sprint. And what happens is we are focused on doubling that revenue and finding that hidden money every month. And so, what happens is when you double your revenue month

07:34 - 08:17
Jessica Miller: over a month, guess what you do? You double your revenue overall. And that is how it works. 1 focused plan at a time. So, I want to really walk you through this. So, let's jump right into it. So, creating repeatable assets is crucial for scaling without adding that unnecessary complexity or workload. It is really about making things work for you and not just everything. I wanna point out that in my world, we're talking about directly impacting your sales, directly pulling money into your business, generating cash flow. And that is what I focus on. There are a

08:17 - 08:51
Jessica Miller: lot of things that are super important in your business and you can make them repeatable. But in my world, it's like how easy can we make it for you to generate sales? How easy can we make it for your potential client and or already existing customers to work with you more, spend more money with you, stay longer. And how do we get them to do that over and over in a way that is easy for you? And then we focus on those things and we optimize them. So, here's a breakdown of those key repeatable assets that

08:51 - 09:28
Jessica Miller: I focus on. So, number 1, one of the most powerful assets that you have in your business that you wanna make repeatable is your sales process. So why does this matter? A repeatable and scalable sales process allows you and your team to close deals and generate sales consistently without starting from

scratch every single time. Okay, I can't see you, but raise your hand if you are someone who has put an offer out there or a product or whatever, a launch, and you're like, yep, it's done, okay, we're gonna do it the next time and we're gonna

09:28 - 09:55
Jessica Miller: do it completely differently. I'm guilty of this. I'm gonna say, here is me being transparent to tell you I used to do this all the time. And I actually worked with someone that helped me with my funnels and my sales. And she was trying to tell me what I'm telling you now. And I was driving her completely nuts because I would change course, I would add things, I would come up with some idea and she was like, no, let's take this asset and make it really work. And I didn't get it at the time. And I

09:55 - 10:30
Jessica Miller: was launching every single quarter. So, at the time it was my program, the 10K accelerator, and I would launch it quarterly. And instead of taking that asset and really optimizing it so that I could run it again the next quarter, I would start to change it all the time and it drove her completely nuts and I can understand. Now I get it, but you want to create something so that you can run sales and generate sales through that asset without starting from scratch. It is a tremendous amount of effort to start over every single time. And

10:30 - 11:02
Jessica Miller: unfortunately, what ends up happening is you lose momentum and you lose the predictability of the revenue and the sales that are gonna come out of it because now the asset is totally different. So, you want to really create a sales process that works, that you can measure, and then you want to make it repeatable. So how do you do that? You wanna, like I said, you want to commit to a clear sales funnel. You wanna standardize any part of that sales process that you can, whether it's around what you say on the calls if you have

11:02 - 11:38
Jessica Miller: a sales call, how you handle objections, what you're going to do to close someone. Any of those things are powerful. You wanna automate follow-up sequences to nurture your leads. You wanna think about how do you use your CRM to track and tag and manage the leads and the people that are coming into and through your business so that you can see where they are in the sales

process and manage them in a really powerful way. You want to understand who is consuming what and where so that you can Optimize that process and make it a very

11:38 - 12:15
Jessica Miller: powerful asset in your business an example of how this worked for 1 of my clients is they were a high-ticket coach. They were working on money mastery and they had a funnel where they bought people into a challenge. They worked with them for several days and then they offered a high-end, high-ticket group coaching program around money mastery on the back end. And so, we helped with the challenge to run that challenge. And you know, in typical fashion, what people usually do is they run their challenge and they run it to whatever that offer

12:15 - 12:46
Jessica Miller: is on the back end, the sales page, and then maybe they get people on a call if that's part of their process, and they book the call and then they pull people through. Well, we looked at that entire process and we found some really amazing things. We found the language that was working the most powerfully. We found where in the challenge and what they were talking about that actually moved people through the most. We also found that when we were sending people to the offer at the end, this was actually really cool. What we actually found

12:46 - 13:24
Jessica Miller: was that when we looked at where people were coming through to the sales call, so the sales call was really like the target data point that we were looking at because that was the conversion, what we found was that actually when we ran people directly to the book a call page from the challenge, we had a much, much higher conversion rate. We had a much higher percentage of people that actually booked the call, which seems completely counterintuitive because everyone's like, go to the sales page, right? You have to go to the sales page. But the client

13:24 - 13:56
Jessica Miller: that I was working with was such a powerful speaker, and she was so motivating. And she really was helping people see how they could solve their

problems; they didn't need to go to the sales page after they actually went through the challenge. We were losing people on that sales page by the way it was converting rather than just sending them to the book of call page and making it super simple with, you know, leveraging some different technology to get that book a call page in front of these people immediately. Like they're coming out of that challenge,

13:56 - 14:31
Jessica Miller: they're coming out of that webinar. How do we get this to them in the most efficient way so they can just click on that link, get to the book a call page and book the call. And so, we ended up driving people there. People booked directly to that call. She booked like 200 calls in the course of like 5 days and then we had a process for the actual sales call that we ended up streamlining. And we made that the standardized process for every sales person across that team. And people came out of that challenge onto

14:31 - 15:04
Jessica Miller: that call and they were booking like crazy. And in less than a week, she generated over $150, 000 in this launch. And that is her mid-tier offer. She has a much higher offer, which we as part of the process too, we made sure all these offers were linking together. Again, they already existed in her business. How do we make sure we optimize those? How can we get 1 person going through and buying through that customer journey in a very powerful way? And she also sold out her highest ticket program, which is a $30, 000 a

15:04 - 15:41
Jessica Miller: year program. So, the power of seeing that process and seeing how it works and really, you know, nailing that down and making that asset clear and powerful was key. Now here's the real clincher, not only for her launch now, but for the launch that she does every single time she runs this program. This isn't a new thing. She ran this last year. Actually, she ran it at the beginning of this year. And then she ran it again now. And she's going to optimize it again because now we have all of this information about this process and

15:41 - 16:10
Jessica Miller: about this asset. And so now she's gonna run it again next year. And guess what she's gonna do? Rinse, repeat. Because this asset is now

optimized, we're gonna make a few tweaks, it's gonna work a little bit more powerfully, and she's just gonna run it again. And every time she runs it, it's going to pay her back times 10. So, the sales process is a very powerful asset to look at in your business and make sure that you can nail it down, you can optimize it, and make it something that you can run over and over

16:10 - 16:38
Jessica Miller: and over again. And you know the great thing too about this when it comes to sales processes is that yes, it works for this particular challenge and this offer, but those best practices and all of those pieces we talked about can work for so many different offers. So, it's a process and it's a process for her audience and she could take those best practices and she could take some of those pieces and she can use them again in a lot of other places. So that is really awesome as well. So that's the first place. The second

16:38 - 17:12
Jessica Miller: place is in your marketing campaigns. Okay, why does this matter? Marketing is often 1 of those places where people waste a ton of resources because they're constantly trying new things. And this kind of goes back to what I was saying earlier. It's okay to be innovative. You wanna think about doing that. You wanna be cutting edge. However, there are things in your business that you want to optimize and have them work for you over and over again. And every business is nuanced. Yes, some things are all size fits all. I mean, you can make those sort

17:12 - 17:50
Jessica Miller: of generalizations across a variety of different businesses, especially if they're in the same industry or niche. We see this a lot with our clients that are in similar industries. However, for your business, there is certain marketing approaches that are working for you or work better. And you want to figure out what those are because those are repeatable marketing assets allow you to rely on proven tactics. Things that you see are working to not only consistently attract new customers because everybody's focused on traffic and I'm not here to tell you traffic doesn't matter because it does. However,

17:51 - 18:31

Jessica Miller: the more important piece of this is that you can engage or re-engage existing customers to buy again more often and for a longer period of time. When you figure out what marketing, you know, forums or streams or assets that you have in your business actually work well, you can run them over and over and over again. And so how do you make these repeatable, right? How do you do this? So, you want to look at places like maybe your evergreen content strategies, if you have things like blogs that perform or videos that are really powerful or

18:31 - 19:06
Jessica Miller: webinars that you've run. Like I was just talking about with this client, like that challenge always generates, great traffic, great leads. It pulls people from her audience back into her world to buy this offer. So, she's Nurturing these people and getting them to buy again. She also has a lower ticket offer So this particular challenge and webinar funnel Actually pulls those people already in her world and gets them to buy into this next level of offer She's figured out also that it works really well for this mid-tier. So, all those people in her audience, new people

19:06 - 19:41
Jessica Miller: in her audience, she's able to engage them, re-engage them, while also pulling in new people as part of that campaign as well. So, there's so many things, social media, content, templates. You can repurpose them. You can use them across different campaigns. Any of those marketing assets that you find that are working in your business and they're powerful, you want to hold on to those and you want to be able to use them again and again and again. And again, it's about optimization. It's about focusing in on the things that are really powerful and finding those and

19:41 - 20:13
Jessica Miller: pulling those levers as much as you can. An example with 1 of my clients that we did recently was we engage in event funnel campaign for her. So, this particular company was a Med Spa, brick and mortar, and we wanted to get more people in the door to purchase and take advantage of her seasonal services. So, if you're in a business-like Med Spa, it's very cyclical in the sense of the type of problems that people are having at different points with their skin, or it's cyclical in what is going on in their world, whether it's

20:13 - 20:45
Jessica Miller: like holiday time or whatever, that's really prompting and compelling people to consume these services. So, she wanted to get people back in the door to consume these seasonal services. We were coming out of the summer season, people trash their skin in the summer, we're all guilty of this, and they're looking to really get their skin in the best shape, feel their best, so that they can move into this holiday season where we start to have a lot of parties and people are very visible, you know, and all the things. So, we wanted to leverage an event

20:45 - 21:20
Jessica Miller: funnel because we found that the events to bring people in to purchase more were working and my client loved them. So, what we ended up doing was we launched an event that coincided with an anniversary date. So, we use that as a backdrop and we use that as a way to people get to get in the door. So, we're leveraging the internet for a physical brick and mortar, a local business to get people in the door. And we optimize the assets within that campaign to target her audience and existing clients. Now, from the perspective of repeatable

21:20 - 21:51
Jessica Miller: marketing assets, there were also several of those assets that we pushed out onto social media and to other platforms that could pull in some of that cold market if we wanted, but we were really looking to leverage her audience as it was right now. But again, if the asset is working and we're seeing people consume it, we can leverage it in other places without having to recreate something. It's like, this is a great message for her brand, for her audience, for the people that she is looking to target, and we can push those out in other

21:51 - 22:31
Jessica Miller: places. So, we did leverage those things across social media, but we created simple automations. We utilized conversational AI and some of the tech solutions that we had so that we could streamline those people and bring them in simply directly to her event registration page. So, we created all of these assets based on the best practices and behaviors that we had seen with her specific audience and avatar. So, we ran these campaigns, we doubled down on

the language that we know worked, we doubled down on the event, the type of event, the things that she liked to

22:31 - 23:09
Jessica Miller: do. The other thing that we did, and this is equally if not more important than the part of pulling people to the registration. So, we pulled in a lot of people, 50 people registered for this event off the bat with these assets that we use. But the real power of this event campaign was not just getting people to register and come in the door. It was mapping out the client journey and the strategy for the clients when they walked in the door on the back end so we could maximize the conversions both in the short term.

23:10 - 23:44
Jessica Miller: Can we get these people the results that they're looking for in the room? So, what can we offer to them for them to consume in the short term based on the event and what we know the customers problems were, but then we connected it to a super powerful offer that gave her all of that long term sales growth as well. Term sales growth as well. So, in the space of Med Spa, bundles and packages are very, very powerful. And there are ways to put that offer together on the back end so that the person is not

23:44 - 24:18
Jessica Miller: just buying once, maybe in the door when they're sitting there at the event or just buying 1 service, how do we get them to buy and get that long tail sales effect? So, we mapped that whole process out and people came in and they purchased and then they purchased the bundle that we had on the backend that allowed them to come in for several more services. We also mapped out when they come in for those other services, what other things can we add to their experience that they can also purchase to make their results better and

24:18 - 24:53
Jessica Miller: thus make our sales even higher. So, increase the volume at the time that people are coming in. So, get them to come in, stay with us longer, but also to increase the amount of money that they are spending with you because you're making their experience better and the services are better. And we mapped that whole thing out. And just in that 1 event, in that evening, she

generated $25, 000. That is not even including all of the other things that came and are coming on the back end of those sales. Now, why is this so powerful?

24:53 - 25:28
Jessica Miller: Because she loves events, they are working, and now she has a templatized asset that she can run whenever she wants. So, guess what she's doing 4 weeks from now? Running another event and it's not going to be called the anniversary event. It's going to be called something else and she's going to just take this optimized event and she's going to keep making it tighter and tighter and tighter. So, it converts over and over, and she has all the pieces now, and it is rinse repeat going forward. So, your marketing assets, your marketing campaigns are so important,

25:28 - 26:00
Jessica Miller: and making them repeatable is so powerful. And that is 1 way to do it. So, you know what you want to think in your business, what are those marketing assets? What are those campaigns that you're running consistently because you have offers around these? How do you optimize those campaigns and make them repeatable? And what are those things that you need to look at as far as customer behavior and where they're converting and how they're converting and all those pieces that make that campaign really powerful and something that you can use over and over. A third place

26:00 - 26:35
Jessica Miller: is in your client onboarding. I love this. This was a huge thing for me in my business. And because I love the wow factor and because I am a brand of high quality, the client experience is really important. And I think when you do it right, it generates so much loyalty with your clients. In my opinion, give them all the good stuff and make it a powerful asset in your business and create it and put it together and systematize it in a way that you don't have to bake bread every single time. You really can, you

26:35 - 27:08
Jessica Miller: know, standardize this and then push it out. And it makes the client feel incredible when they come in. So, it matters because a smooth and repeatable onboarding process really sets the tone for a positive client experience. They really feel like they're getting value super quickly. It boosts

retention and when people love you, they tell everybody about it. So those referrals, they become your marketing stream. If they really do, it is so great. I always said to people, I would rather spend a lot of money pouring into my client and have them become the marketing arm of

27:08 - 27:45
Jessica Miller: my business because they love what we're doing together and they're getting all these amazing results. And I'd rather do that than pay into some like void of marketing that I don't understand or really understand or I don't feel like it's going to be as impactful. So, I love this idea of onboarding as a part of your marketing, as a part of driving the value for your clients. So how do you make it repeatable? Number 1, I think having a standardized process is super important, like a step-by-step, workflows and automations and things like that. Anything that you

27:45 - 28:22
Jessica Miller: can put together so that you can see, this is how it's going to look when my client comes into contact with my business. And I can look at all these different steps and I can make it feel really custom and high touch, even if I'm not manually doing all the things. So those step-by-step, standardized, onboarding workflows, this means like automating emails, putting information out there that's simple for your clients to consume, like FAQs or tutorials, or any of those things that you can use to make the client feel like they're being taken care of and making

28:22 - 28:56
Jessica Miller: that onboarding experience feel just so incredible. Project management, you know, software that you can use in your business, you know, anything in your CRM systems that also track your client progress. So, as they're moving through your business and they're going through those steps, can you see it? If there's a glitch or understanding where they are, like you could see that real time. So, you can also anticipate what some of those pitfalls might be when people are going through it. So being able to track them and see that progress, I think is really powerful. And then the

28:56 - 29:31

Jessica Miller: branding and the templates and the things like that, that really convey your brand, that convey who you are and what you're about is really important. I also, I love, love, love, like gifts are my love language. And so any like welcome kits that can be customized to people or customized to the experience that you're giving that requires really like minimal effort to set up, but on the backend, you're getting so much of an ROI because you've put in the time to figure this out and make it a great experience and put all those pieces in place

29:31 - 30:04
Jessica Miller: that you need that then you just run it and it pays you back in dividends Not only for your time and energy meaning you're not doing it all manually but the experience that people get it just pays off in the back end. So an example of this in my business was my client onboarding. I love it I really care so much about it being on brand, it being a wow experience, it being high touch. So, in my business, we really did create those SOPs and that standardization where we wanted to really experience and feel what

30:04 - 30:35
Jessica Miller: this client was going to feel like when they came into an amazing experience. People are entrusting me with the growth of their business. It's their baby. It is their identity in many, many ways. And people have worked so hard to create these things. And we're here to help blow their mind. We want to make this the best decision they've ever made. We want to make their business the best thing ever, even more incredible than it already is. And they're already amazing. My clients are all awesome. So how do we make that experience of, hey, you're a

30:35 - 31:13
Jessica Miller: client with ours, this makes you a VIP. We're gonna pull out all the stops. So, we created that standardization SOPs from integrations to Zaps to automations from our client contract. You come in, you get the contract that triggers the payment gateway, that triggers the welcome emails, we have a questionnaire that goes out, we get your customized onboarding gift. I wanna give you a very personalized message, we bring you into the systems. We've also found that really high quality when it comes to onboarding is keeping things super simple. We use very simple programs. We're not putting you

31:13 - 31:50
Jessica Miller: into a new app or some fancy software that you need to download and figure out. I have found that simple and, I was gonna say repeatable, yes, repeatable, but simple and predictable is what people like. They don't wanna learn a whole new skillset or have a whole new operating system just to work with you. So, I have found again, simplicity, your ability to templatize that, automate it, is really, really powerful. And again, when I say automation, it doesn't mean that you necessarily have to be putting people into like an electronic automation, although there's definitely those pieces

31:50 - 32:31
Jessica Miller: in my onboarding process, because I don't want me or my team to be wasting time doing something that Zapier can do. But also, it could just be tasks or things that say, send this new client a short video welcoming them. And that's me customizing a 1-minute video and welcoming them to the relationship and telling them I'm so glad they're here. And it's automated in the sense that it allows me to do that in an easy way, but it's not necessarily something that's cookie cutter for every single person. So, client onboarding, repeatable, powerful, definitely go for

32:31 - 33:05
Jessica Miller: it. Number 4, customer retention and loyalty program. I can't say enough about this. Like why does it matter? Repeat customers are the foundation of consistent revenue. And a repeatable system for retaining your custom, building that loyalty means that your business can grow without always needing to find new clients. I'm going to stand on my soapbox and scream here and say, everybody thinks they have a traffic problem. I am not knocking traffic. You need an audience and you need traffic. But oh my goodness, there is so much gold in your business already, like all the hard work

33:05 - 33:40
Jessica Miller: that you have done for your clients. You want to have a way to retain them and really promote that loyalty. So, you are not always chasing new clients. Cash flow and especially recurring monthly income is the lifeblood of your business. And anytime you can create this customer retention and loyalty in your business, you know, and also for any of us that are in the business of doing this for our clients, like when you can also create those kinds of programs for

your clients where you're having this again repeatable business that's coming in, it's a win. And

33:40 - 34:24
Jessica Miller: this is also really important if you're someone who has a desire in the future to ever sell your business, having a strong foundation of these clients that are coming back over and over, and you have these programs that are keeping people loyal and they're driving that repeatable income is really, really powerful. Where do I see this with my clients in the most powerful way? So, any of my clients where we can create membership models, subscription models that bring people in once and allow them to pay you or consume something from you over and over again that

34:24 - 35:06
Jessica Miller: really gives them tons of value. It gives them lots of things to create the results that they want and they just they are so happy to pay you over and over again to be in these programs and get an amazing experience that is where all of this incredible customer retention and loyalty really pays off. So, membership programs where we have people, ability to have consuming something per month. So again, for my MedSpot clients, they all run membership. So how can they get access to special promotions, access to special products and services, discounts on what they're buying,

35:07 - 35:44
Jessica Miller: they're going to get products at special rates. There's so much goodness that when they're buying into this program, they are able to consume and get these results in a repeatable way over and over and over. And let me tell you, when I watch my customers lean into this, these people are so happy. They are never going to leave them. They kind of walk away from these conversations, especially 1 of the things that we did around these membership and subscription programs is we created the client journey. We made very clear that client mapping of where and when

35:44 - 36:17
Jessica Miller: they're going to introduce these programs. So, part of it is the construction of the program. What can we offer them? Like let's offer them a service each month at a discount. Let's let them buy up to services at a certain

discount. Let's insert strategically certain promotions or opportunities. The holidays are coming up. Gift cards are a perfect example of that, or gifting to another member if they are a member. We can insert all of these things, but the other beauty of it is figuring out where do you insert that conversation about the membership and make it

36:17 - 36:51
Jessica Miller: a standardized process that every person gets offered the membership. Like do not pass go, do not collect $200 without offering somebody this membership. And once they're coming in, they're paying on a repeated basis, they’re getting all of these results and they just want more. They just love you and you've made it so simple. And then you retain that client for longer. And we've had a lot of these memberships and subscriptions that people are on it until it doesn't make sense anymore or they don't want to be on it. So, it's just the thing that they come

36:51 - 37:25
Jessica Miller: to expect every month and it's great and we lean into them and they're the VIPs. And my clients generate tens of thousands of dollars of guaranteed predictable income every month because that charge is coming in. And then there's all the upsell on top of it. So, they get the things that are part of those memberships. We really try to think about what makes the most sense for them. Again, very customized to their business and their ideal customer. We create and craft that membership. And then we also layer on where are all the other things that are

37:25 - 37:59
Jessica Miller: gonna make that experience even better now that this person is incentivized to come into your shop or engage with your business every single month. It is so powerful. So, customer retention and loyalty programs are another place. I just alluded to this next point in what I just mentioned, but upsells and cross-sell systems. I mean, this is a no-brainer, although we forget, because we're so focused on bringing new people in and selling them the stuff, we forget, like where are those opportunities to upsell, cross sell, where are those bundles, all the things. So upselling and cross selling

37:59 - 38:38

Jessica Miller: to your existing customers is 1 of the easiest ways to boost your revenue without acquiring new customers and having that repeatable strategy to ensure that this happens consistently is a huge asset in your business. So how do you develop that? Well automated workflows, scripts, anything that offers additional products and services, either at the point of sale or after the purchase is really important. I have found that thinking through your customer journey and thinking about all of the different things that somebody experiences along the way, especially when you start to solve their problems, is an awesome way

38:38 - 39:18
Jessica Miller: to figure out where is that next touch point. So where is that add-on offer or add-on service that is connected to your primary, whatever the primary offer is that they're buying. Like where can you add these things on where it seems just super logical, super easy. How do you make that an easy add-on? An example that I use of this all the time is for my clients in the restaurant industry. So, I had a client in the Boston area, they were not a luxury restaurant brand, they were high, I would say high-end, middle of the road

39:18 - 39:50
Jessica Miller: type of a restaurant. And 1 of the things that we realized was that they needed a standardized upsell process. Upselling is not a new thing in the restaurant industry. It's actually not a new thing for most people they've heard of it but what we see a lot of times in these businesses is are they doing it in a systematic standardized way are they offering things in a way where they know what to do they know how to position it and they're gonna make it an easy add on. 1 of the places that is so powerful for

39:50 - 40:21
Jessica Miller: this is in restaurants, right? If you're like me, when you sit down at the table, you wanna hear all the things and you wanna hear all of them because you want the best experience that you could have and because you're probably gonna buy all of them. My husband and I, we buy all the things. So, 1 of the places that people can really, you know, again, standardize those upsells is offering, for example, you know, certain favorites in the restaurant. We use that as a standard process. What are the fan favorites? What are the staff's favorites? We

40:21 - 40:54
Jessica Miller: helped standardize the idea of leaning into the menu. What do you love? What can you share? And making sure you do that every single time. When it came to offering people cocktails, I mean, there's some awesome, awesome cocktails and there's some really great premium upsells that if you're like a margarita drinker, you want the top shelf tequila, but somebody needs to think about offering that to you as an upsell in a standardized way. Another way, and this is not really like upsell, cross-sell, but it could be sort of best practice, but it ends up increasing the

40:54 - 41:29
Jessica Miller: order volume and increasing the experience is when people are having drinks at your table, do not let them empty their glass. So, make sure that you are coming in asking if they would like a refill or another drink before the drink is empty. Don't make them sit there with no drink when they're having a great time and they wanna keep the good times rolling and they will if they have another drink and they're having a good time and they're sitting there and they're enjoying their time rather than the conversation starts to dip, they're waiting for the

41:29 - 42:09
Jessica Miller: drink, they have nothing to drink, the server's not coming over, it's like forget it. You lose that opportunity to add on to that experience and increase your order volume because the more drinks that you have, it's like the difference between having 1 drink or 2 or 3 drinks. So, looking for those opportunities where you can really optimize that experience. And that also includes like, you know, packages, bundles, anything to encourage people to buy more upfront, increase that experience, offer something else on the backend, any of those things that you can uncover. And that could be behavioral

42:09 - 42:42
Jessica Miller: triggers, you can look for that, you can look at things connected with certain products that are sold. But any way that you can, again, make that standardized in the process or sort of an automatic suggestion, you could have email campaigns that are triggered based on what product people buy. There're all sorts of things. I think in the service industry, helping to really train your staff and your salespeople on where to do this very strategically. And again, you want

it to feel logical and easy breezy, you'd be shocked at how much that's going to create a powerful

42:42 - 43:08
Jessica Miller: asset in your business that you can use over and over. Because when you start to help your staff, for example, in a restaurant, you know, figure out how to talk about upsells at a really powerful way, they could do it table after table after table after table. It becomes awesome. And you're also helping them in the long term because those are such great skills that they could take in any sales opportunity. So even if they go to another restaurant or a different job, they're gonna take it with them. So, I just feel like it is like

43:08 - 43:52
Jessica Miller: win, win, win everywhere. So that's an example of where that is super powerful. And last but not least, your data and reporting systems. As a powerful, thriving business, you cannot make good decisions. You cannot know what's working and what is not working without understanding your data. So, you need a repeatable reporting system that provides you with regular, reliable insights to make some great decisions. And here's what I also wanna say about this. You don't need all the things. I have seen people go into the Google Analytics abyss. I was 1 of them. I'm here to tell

43:52 - 44:22
Jessica Miller: you I am not above it. But when it comes down to it, you don't need all the information. But you do need the information about the key areas in your business that are actually going to make a difference. So, what does that look like and how do you make it repeatable? Well, first of all, you can automate your reporting process. It is super simple to create tools that track key metrics in your business. Like, again, I'm coming from my world and I think of course think these are the most important but if I'm talking about my

44:22 - 44:56
Jessica Miller: business and the things that I see most important for people and businesses to make money it's things like sales maybe customer acquisition costs lifetime value of your clients even your employee performance like those things are connected to your bottom line. And so, automating the reporting process so that you can see those things easily and consistently is what you want to do. Pull

them into a dashboard, make it super simple. All of these CRM systems, I mean, I'm like blown out of the water at how real time and amazing these systems are. You can set something up

44:56 - 45:23
Jessica Miller: super easily. It doesn't have to be complicated. And if you don't know how to do it, hire somebody to do it. People can make this happen very easily. So, you wanna have this real time data so you can see the health of your business. You can see instantly what happened with that launch, what's happening during the launch, what's happening at this date and time in the year, what happened at this date and time last year, what can you learn from it? All that stuff is really important. And you want to have it on a certain frequency.

45:23 - 45:55
Jessica Miller: So again, like if you're looking at the beginning and the end of a quarter, that's something really easy to look at, right? And to automate. You can look year over year. You could do all of those things. As I was mentioning earlier, when I look at my clients, I'm looking at doubling their revenue. Of course, we're looking month over month. But with 1 of my clients recently, we looked at the quarter, the same quarter last year in 2023. And guess what we saw? 82% growth, like it was awesome. Those are the kinds of things that you

45:55 - 46:23
Jessica Miller: wanna do because again, often for many businesses, it's very cyclical. So, what happened last time? What data can you see from that? And how do you make that available to you so you can make good choices going forward? And not just in it, it helps inform what you do next. So, you're looking at it even before. I mean, I could talk about this stuff all day long. It is so, you know, your data is everything. Don't be afraid of it. If you're somebody who's afraid of the numbers, you want to ease into that water, but you

46:23 - 46:55
Jessica Miller: want to ease in quickly because it's, it is giving you so much information. So where, what's an example of this? Okay. I will tell you in the, with my clients, I think this was like a huge breakthrough for them. I think it set them free and it definitely set me free in working with people. So, as I mentioned earlier, you don't need data for every single thing and you don't need a

complicated Google Analytics dashboard. Now sometimes you might be a business that does need that, you do need that kind of information. I would say for

46:55 - 47:34
Jessica Miller: the most part you don't. And so, when I'm working with clients and I'm looking at their bottom line and I am looking at direct to sales and how do we move the needle on that and how do we take certain levers specifically and pull those levers to help grow their sales. The trackers that I give my clients, it's almost comical really. It is a simple Google sheet that can be populated automatically if you want, or you could have somebody from your team just manually input it. But this Google sheet is super simple, and it is super

47:34 - 48:07
Jessica Miller: focused on just the things that we need to track as it relates to their business, what we are focusing on with the asset that we're working on right now and as it relates to their sales. And so that client tracker is so easy and we track, it depends, if we're in a launch, it's like every single day, there is a line for every day. We are looking just at these certain pieces; we are looking at them day over day so we can see the trends. And at the end of the day, we're rolling it up and

48:07 - 48:41
Jessica Miller: seeing the total result. This sets people free. Because I am here to tell you, not only do you not need to be pulling every lever in your business, not every opportunity in your business is created equal. This is like a law of the universe. There is a very small percentage of things in your business that are not just opportunities, they are your best opportunities. And they are the things you really need to lean into to create the most explosive growth. When it comes to your data, everything is also not created equal. There are certain things related

48:41 - 49:16
Jessica Miller: to your sales and to your launch or to your offer that are the most important. And what you want to do is you want to isolate them and what we help our clients do is isolate them so that they can focus on those things and making sure that we understand what is going on with those specific parameters Because at the end of the day, if those few things actually move, guess what's

happening? They are making more sales on the backend and generating more cash. I am saying this also, like people, they're going to all the things.

49:17 - 49:53
Jessica Miller: And really, there are a few things that really matter. I was joking the other day about, we're in a time of an election right now. Well, guess what? When it comes to an election and winning an election, guess what matters? The vote. The vote. When it comes to making cash in your business, guess what matters? The sale. So, people could be talking about your product all day long, voicing their opinion, saying whatever they love about the candidate. People could be like picketing on the corner. None of that matters if they don't go and cast their ballot

49:53 - 50:28
Jessica Miller: to vote. People could be talking about your business there could be all these things going on in there and at the end of the day if we're talking about generating cash in your business the only thing that matters is the sale. Now there are things that are connected to that sale. Like if you are launching a specific offer and you have a sales page, how many people land on that sales page? That matters, right? How many people click the buy button? That matters. How many people are, you know, liking your posts on your social media? Doesn't

50:28 - 51:03
Jessica Miller: really matter. You could have 300 people like that and if nobody's buying your offer, it doesn't matter, right? So, this is what I mean about getting very crystal clear about the data points. So, we create a very simple client data tracking sheet. It is super simple for us and for our clients where we're focusing on generating sales in your business, making that process super simple. Things we wanna know about that are on there are things like your landing page views, your sales page view, your cart views, how many people registered, how many sales did you make,

51:03 - 51:43
Jessica Miller: maybe conversion rates, If there's a special offer or like number counts. Things like that that are really directly tied to that sale. And that is it. And we help manage our clients to that dashboard. So, we keep it very transparent and very easy for them to see and for us to see and track. And it is literally a

breath of fresh air. Because what it does is it allows clients to subtract and those variables very often with that tracker, we can use it over and over again. Now yes, we're going to tweak it depending on what

51:43 - 52:16
Jessica Miller: the campaign is and the specific client and there's going to be different things in there depending on what kind of an industry you're in but for the most part it is very similar and we can even include things like if they're running an ad campaign, we can add that ads campaign in there in a very simple way and track those ads, you know, those ads metrics that we need. Client doesn't run ads; we just delete those columns. It becomes so simple and so powerful and we use that tracker for us in our business with almost every

52:16 - 52:44
Jessica Miller: single 1 of our clients. And our clients use it and guess what they learn to do? Track in that way every single time. It's a simple thing you can add to an admin, hey, fill in these boxes, you could have it automated, whatever it is, but you're not chasing around a bunch of data points that don't matter. You're really making the data and the reporting systems a valuable asset. You can look at it and you can use it over and over again. And again, this goes for the health of your business if you're looking at a

52:44 - 53:24
Jessica Miller: dashboard or if we're driving towards a very specific campaign as it relates to generating sales, we can use a very simple Google tracker. So, in recap, these are the repeatable assets that I see are the top ones you wanna look at in your business if you want to double your revenue. I use them, I use them with my clients, you should be using them too. So, number 1, your sales process. Number 2, your marketing campaigns. Number 3, your client onboarding. Number 4, your customer retention and loyalty programs. Number 5, upsells and cross-sell systems. And number 6,

53:24 - 54:03
Jessica Miller: your data and reporting systems. These assets that can be systematized to save time, they decrease error, they give you so much great information. They help your business really scale and grow more efficiently and easily and again, we always want to be thinking through the lens of what can you

create once that's going to pay you back 10 times over, that you can then reuse over and over and over again. Really, repeatable assets are the key to growing your business with ease in the hell yes way. So, I wanna hear from you, lean into these, Take

54:03 - 54:31
Jessica Miller: time to think about what assets you have in your business and how do you make them more powerful so that you can repeat them over and over and over and over again. And we want to hear your success stories. We want to hear how you're doing. We want to hear how you knock it out of the park because honestly this is the good stuff. You've done all the hard work. Now let's make what is working in your business work for you over and over and over again so you can double your revenue with ease. Have a

54:31 - 54:32
Jessica Miller: great week, everyone.