Transcript For Episode 168 – MVP: Simplify To Accelerate Growth

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Hello, everyone, and welcome to this week's episode of the It's Your offer Podcast. I'm Jessica Miller, I'm so excited to be here with you all today to talk about the concept of complexity in your business. As a business grows, things naturally get more complex, we add things to the mix, we are serving more people, we're having a bigger impact. And complexity is a natural part of growth. That being said, it is very, very important that as we grow, we keep an eye on how complex or overcomplicated we are making our business. In working with hundreds of clients and focusing specifically on growth. One of the areas that I see that really can slow a business down is in how complex they are making their business, how complex they are making it for themselves to operate, as well as how complex it is for their clients to come into contact with their business, get what they need, and move through to a buy.

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And so as I look through these businesses, and as I work with different people, one of the key areas that I am looking to focus on is how they can simplify to accelerate their growth. If your business is complex, it can grow. And a lot of times we are growing with massive amounts of complexity that we don't need. And I'm not here to sort of stand on my soapbox and say, you know, if you make things complicated, you won't grow because you can and many of us who do grow, even when our business is not simple. But I am going to stand on my soapbox and say that when we think about growth, robust growth, growth, that happens quickly, the simpler we can keep our business, the faster and the easier we grow. And I have found that when I come in to work with a business, and I look at what's happening in my clients, businesses, and I've looked at my own business through this lens, I am looking through the lens of complexity. And I am looking to simplify their business so that it can be streamlined. And it can be simple. So that people can move through it quickly. And they can be nimble, the business and the business owner can be nimble with how they operate their business and the things that they put out into the world and how they service their clients in a simple way, so that they can grow quickly and easily.

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So today, I want to share with you some of my observations, some of the places where I am seeing this complexity, come into the business and creep in and sometimes not in a very subtle way, that is not helpful for you. And if you're someone who has a thriving business, if you're a seven figure, business owner, eight figure business owner, and you're starting to feel like you're sort of grinding and things are there's a lot of things going on and it's all over the place, I could almost bet that there is too much complexity in your business in a way that's actually slowing you down. And that you need to simplify to accelerate growth. And when we come in to work with you, I am looking specifically for that. And I am looking through the lens of how is your business moving? How are sales being generated? And where is there that opportunity or that gap to simplify.

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And what I mean by simplify is, I mean simplify that line, that straight line to sales. In my world when it comes to growth, I am looking for those opportunities that are directly tied to you generating more revenue, more profits, more sales, that's what I'm looking for. And so where in your business, are you complicating that? Are you introducing complexity that's actually slowing you down? Now, here's the side note I want to say. Many of us, we are conditioned to think that in order to grow, you have to make things more complicated, that actually more complicated businesses, bigger businesses, that complication seems very logical. And so we often add a lot of things in and that concept that belief that more complex is really a badge of honor of growth is where we get stuck. What we have actually found and what I have found working with my clients is the simpler your business is, the more focused in it is on what it is that you actually want to create the things you want to put out into the world for your clients, their experience, the faster and the more you grow. So today we're going to really home in on where are those areas where you're probably in introducing complexity, where you could simplify. So here are the sort of the top places I am seeing this.

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Number one is in your messaging. It is known That being simple, and clear, and concise, and not cute. But clear is really important when it comes to your messaging, your messaging and your business, your messaging around your offers and your products. messaging in every aspect, whether it's on your website, or what you're saying to people are in your sales pitch. The simpler and the clearer your messaging is, the more powerful it is. However, as we become more ingrained in what we're doing, as we become experts in our area, as we talk about our products and services more, we often start to complicate the message, we start to make the understanding of what it is that we're saying more complex. And in the process of doing that, we actually make it more difficult for our clients or other people in the marketplace to understand what it is we're doing. Or we add more messages in so where we had one message, and we were just sort of explaining things in a simple way. Now we kind of have all these different pieces that might be touching the same part of our business, where we are communicating what it is that we are trying to tell the public or our customers in a more complex way. And the result of that is that we actually confuse people, we're actually adding more into that messaging and what we're saying in a way that makes it more difficult for people to understand it more difficult for them to buy into what it is that you're saying really see themselves. And that problem in those messaging messages, and then more difficult to justify. So my question for you is, where in your messaging? Are you making it complicated? Where are you introducing that complexity? And where can you simplify? And that goes down to thinking about what messaging is actually resonating. When you're looking across your business? What is actually working in that messaging? Where can you simplify the messaging where it's not working? And where can you leverage some of that messaging that you have in your business and repeat it over and over and over again. And rather than changing it or making it more complicated, you're just repeating it back in a more robust way. When you do that, you simplify the language that you're using, and the messaging and you keep repeating it. And again, this is sort of marketing 101. But as we get steeped in our own business, and we're kind of inside the bottle, trying to read the label, we don't see how complex that message is coming from all different places. And this could be, like I said, just like on your website, what are you saying there and throughout your website? But because we have so many different forums and often channels that we're introducing, you know, is that consistent and simple across these channels? And where can you dial that in? So something to think about is where you can creating complexity around your messaging, and

especially where it comes to what is working in your messaging? Often, that is the simplest thing. And how can you leverage that to use it more to promote growth in your business in a robust way, and really making that clear, concise, tailored, and simple. Super simple. Okay, so that's the first place.

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The second place where we see complexity is in the customer journey. And again, this is kind of like marketing, one on one around messaging. But this is another thing where we tend to make it complex. So when we think about our business and our product or service, you know, how are people finding us? Right? What is happening out there? Where are we showing up? Where people are able to find out who we are? Where is that happening? Is it one place? Is it 20 places? Are we trying to show up everywhere? Are we creating a bajillion funnels? Like what does that look like? Where are people finding us? How are they coming in? What are they consuming? What happens after that? Where can they go to take it to the next level? And then what are the things that they are buying? And once they're inside that place? What happens after that? So again, very simple around the experience of our client with our business, but think about and I want us all to pause for a second and think about how does that look for your business now that you're growing and thriving, and you've got a bigger business? Is that customer journey simple? Or are we making it more complicated? Are we making it more difficult for us to show up for example, in our thought leadership in one place? Are we trying to show up everywhere and be everything to everybody? Are we adding in all these different, you know, marketing streams and making things more difficult for people to find us really with the belief that at, you know, for more places, the more people will find us, and it will actually allow us to grow.

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But think about what it takes to get that message out there and all of these different forums, and are they all created equal? Are people actually finding you in those places? What is the return on your investment of time and energy through those places? And is that customer journey? Just simple. So where are people coming in? What are they doing when they find you? Right? What happens after that? What is working for you? And how can you simplify that to accelerate your growth? Again, we all know this intellectually, but in reality, we don't spend the time to really look across all of these different pieces of where the customer is moving through and seeing, you know, are we making it difficult? Are we just making it so simple? I remember when I started my business, oh, my goodness, I had a funnel for everything. 7000 lead magnets, and you know, all these different email, welcome sequences, and all of these things, even the call to actions were all different things. And then I realized I sort of had this conversation with one of my coaches one day, and it was like all roads lead to Rome. And I was like, Oh, yes. How does that look? Right? What are the most powerful ways I can pull people in? And what am I pulling them into? And what's actually converting? And where do I show up in the most robust way? That's simple. And interestingly enough, and this is just something to think about, too, is that what I ended up gravitating to, like this podcast, or speaking, were things I actually really loved. Right? So I was pushing out this simple message. Now, it was very focused. And I was leading my customers through a very specific path, a very specific journey. And it was like A to B to C to D to E. And it was very simple. And the way that I grew quickly, was I stay there, and I just optimized.

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So for all of you, and I see this with my clients, too, we're going in and we're looking at what is the experience for that customer? How do they move through your business? And where can you move to

excellence around that right, not doing all the things not adding more complexity, thinking that's going to be more robust. But deciding, I'm going to home in on something very simple, but very powerful. And I'm going to help this person move through to that buy, right to that offer that they can then purchase? And how do I do that in a simple way, the simpler you make that, the faster you will grow. Because here's like the million-dollar tip. And again, we all know this, but we forget, don't make it hard for people to give you their money. Make it simple. And I can't tell you this sounds so like, easy and basic. But I see businesses do this wrong all the time, all the time you go to their website, it's not easy to find out what exactly they do. It's not easy to contact them. It's not easy to buy, the thing is like I am here and I want to give you my money. And this is so complicated. Even the jargon is complicated. So how do you make it simple. So introducing complexity around that customer journey is another area where I see people get really caught up. And sometimes it's that they have to just sit down with someone and map it out. So they can really see it, it's in there. But they're not able to sift through all the things going on to find really that simple path. So they're adding all these things and doing all these things. And you might be doing that too, where it's actually making it more complex where it doesn't need to be. So how do you find that simple customer journey within your business, that's really that gold nugget. And then you just strive for excellence, you do something excellent, and you move people through. So the customer journey. So I want you to go and really look at what is where is that simple customer journey in your business. And if you're not able to find it, this is a great thing to find somebody to help you figure that out, or to map that out with you. And maybe you'll see it when you look at it. And then you'll realize where that opportunity is, and how you can really optimize that. So your customer journey.

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And then last but not least, and this is a big one because it sounds so counterintuitive, but it will set you free, I promise you, and I'm going to explain what I mean by what I'm about to say next, kind of in two different veins. So the other area where I see complexity coming into people's business in the vein of growing and growing quickly, is complexity around their offers around their products or services. And often it really rears its ugly head when we start adding in a bunch of other things because we think that the more we sell out there, the more things we sell, the more types of things we sell, the faster and the better we will grow and what ends up happening and we we've know this from experience because we built businesses and we've some piece of this is working. So we've been through the process of putting an offer or a product or a service out there. And sort of building the ecosystem around that is that it sounds simple and logical to just add something. But when you add something like that to a product or a service, you add so many things, there's so many layers to that, right? There are so many pieces to put an offer out there. And so we think that adding something else is going to be the answer for growth.

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But when we do that, we are adding complexity to the model. Now, I'm not here to suggest that the only way for you to grow quickly is to only have one offer. Although I love having only one offer, I love that concept. And I've seen businesses do this very well. And I think the more focused your offers are, and the fewer of them there are, especially when you're growing, there's a certain level where, you know, you have the infrastructure and the revenue and all these pieces to really support multiple products and multiple product streams where it makes sense. But for many of us, for people listening to this podcast, for many of you, you know, a handful of things or less is really where it's most powerful. And so adding these things in and just adding them on for the sake of growth actually slows us down. What we want to look for when it comes to our products or services is again, how do we keep it simple? What is working

for us? Where can we look at what we know is already working and thriving and find where those gaps are that we are leaking money with this offer. Because if it isn't optimized to perform and convert at the optimal level that we want it to, there is room for growth, and doing something that you're already doing well, even better, again, going from, and I'm using this word just for the sake of this example. Going from mediocre to excellent is one of the most powerful levers you can pull in your business.

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And why is that? Because you already are playing in that space, you're already winning there. Right? So you have market presence, you have thought leadership, you have proven offer, right? There's something that's making you money in this area. And really the opportunity is how do you bring it from good to great. And that delta, as far as the movement it takes, it can be very small. But the impact and the return on the investment of time to go from good to great is huge. Because what happens when you take and optimize that offer. And again, you keep it simple and focused, is that you end up creating more on the back end, you end up creating an asset that is not only going to pay you quote unquote, dividends in the short term, it's not only going to generate revenue and profits for you in the short term, but you're creating a powerful, repeatable asset. It is streamlined, it is focused, and it is powerful. And in my world, it's about potency, everything that you do you want to do. Excellent.

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So when you optimize your business for growth in this way, and you simplify it, you really accelerate that growth. So we're in your offers or your offer stack, is there an opportunity for you to simplify and tighten this up and optimize it. And one of my coaches always told me, when it comes to peak performance, more is not better. And the analogy I always give people is like imagine I'm a runner. So when I go out to run, it's about me as the asset being as optimized as I can for that run. But if peep someone came to me or coach came to me and said, Hey, you want to run better here, carry this, oh, and you want to you know, speed up, carry this. And no here you want to, you know, be cooler when you're on carry this. The more things I carry and add on, the less I can perform at a high level. And that analogy has always stuck with me. Because the key really is that you as the asset, optimize what you have, you don't add things on. I mean, try running down the road with a bunch of things in your hand. It's not fun. I mean, me just carrying my kids backpack to the bus stop weighs me down, it slows me down. And we think like, oh, it's more efficient. Like let me just carry all this stuff. So I can only take one trip.

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But actually, although it seems like it would save time, it's actually not optimal. And so that's the way we want to look through the lens of your products and services and your offers. How do you simplify those, really dial into what's working and take that Add Asset and make it excellent. And when you optimize it for growth, and you find your best opportunity within those offers, and you optimize them for profit, what you're doing is you're creating more on the back end, there's a higher ROI, while your inputs stay constant, and or very often decrease. So then you end up creating more with less. And that is like music to my ears. So that simplifying to accelerate around your offers is another area where I see people really complicate things. And sometimes again, it's like adding all these things on. But other times, it's the way the offers fit together, which goes back to kind of the client journey, you know, how do people move through that? And where is that ascension? And how are these things linked together, and all of those different pieces of the funnel as well. But there's a lot of complexity in the offer. It's difficult to

consume, it's difficult to just to really move through and operate in your business. So my question to you is, where might you be doing this? In your business? You know, do you know which offers are really producing the biggest outputs for you? Is there an area where you can go from good to great, you know, can you sit here and listen to this podcast? And say, Yeah, my offers are 100% optimized, or I know where my money is coming in? What offers are the strongest, and that offer is optimized to greatness to excellence? I would say most people, the answer is no, they don't necessarily. They might know what their biggest offer is, or their product or service, but they don't have it optimized for excellence. So there's so much growth potential right in that space where they can just tighten it up. And it takes less effort, it's a whole heck of a lot more fun. And it creates a whole lot more on the back end.

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So just to recap around, how do you simplify to accelerate growth in your business? And where are those three areas where you can really look at and dial in? to what's happening around the complexity in your business as it relates to these three areas? And how can you optimize it for excellence? That's really what you want to do. You want to optimize it for excellence, which then optimizes it for profit. That's how it works. So here are the three areas in recap, the first one is around your messaging, how complicated and complex Are you making it for people to understand what it is you do, what your offers your products or services are, and how easy it is for them to consume it. The simpler it is, the better, the more complex, the more confused people get. And they don't buy. So you want to keep that message streamlined. You want to figure out what is working, and you want to just tighten that up and optimize it again, keep it simple. And make it clear, because that's what's compelling. The second piece is around your customer journey. How easy is it for people to find you come in and consume your the information about your products and services, contact you and get what they need and ultimately buy from you how difficult and disjointed or complex is that that journey? Are you making that for people? And how do you simplify that and tighten that up to make it simple. So they move through to that sale in the easiest way possible. The more powerfully you do that, The simpler you make that the more money you make. That's how that works. And so we want to make sure we're looking at our business around that customer journey, understanding what that journey is, making sure that we have clarity, and we can really kind of see all those steps and simplify it and make it easy for people to work with us because that's what we want. And don't be the person out there who's making it difficult for people to give you their money. And I know that sounds like that's crazy. Who the heck would do that.

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I run into businesses doing this every single day. And these are not only just my clients that are actually coming to me for help. These are people that I'm just going out there and I'm trying to buy from them. And it's super difficult, so don't be that person. And then last but not least, is complexity around your offers your products or services. How many of them do you have? How clunky is that ascension with those offers? How difficult and complex is it for people to figure out, you know, and by what it is you're offering more is not better, controlled and intentional growth where you're layering on offers, or you're creating an ascension strategy makes complete sense. But the way to do that really powerfully is you have to optimize that initial core offer and then you add on to it. People throwing a bunch of offers in with the hopes that it's going to help you grow and generate more money actually slows you down. So how do you take what you have, again, what is working, where that money is coming from? What people know about you for what you're really good at optimize it for excellence and optimize those

offers for profits. That way you keep the inputs constant, it's making money with what you already have without adding on and the output is so much higher. It's about return on investment, creating repeatable assets. And doing this in a powerful way. The result of that is, is massive growth, quick growth, and so much more fun in your growth, because it doesn't require you to work harder. And I want to just like translate this down, what that means is that it doesn't make your job harder, it makes your job more profitable, you have a heck of a lot more fun, you don't need to hire a bajillion more people, you don't need to spend a ton of more money. It's about creating an asset that actually performs better. And that's how you go from, you know, mediocre performance to peak performance.

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It's in that area. This concept around, you know, simplifying to accelerate growth is really, it's a state of mind. And the companies that I work with really embrace this, and if you're someone that is listening to this, and it is resonating with you, it's because you are built for excellence, and you understand the concept of doing something really well. And it makes you elite. And that's where the opportunity is. And as a business owner who's already thriving and growing, because you couldn't get to where you are, if you didn't, sometimes it is just very difficult to tease that stuff out. When it's your own business, welcome to the party, we are all in that, which is why it's so important sometimes to get that outside view or the outside opinion, to be able to see it. Plus, people are bringing all that knowledge with them to be able to look at your business through that expertise. But it's really simplifying to accelerate, it's accelerating to excellence, it's accelerating to profit, it's accelerating to freedom, freedom, that's what it does, it gives you space, when you have assets that are actually working in a more, you know, robust way. And then also allows you to continue to use that asset over time. So you don't have to add on in the end, it will keep giving you that return on investment over and over and over and over again. And that's where it's at. That's what we all want. So I want you to take the time to go and look at your business. Give yourself the time and space to look through this lens of these three things. Where are those opportunities for you? Where are those gaps? Where are you seeing this opportunity to simplify and really, simplification sets you free. It also sets your creativity free, I always tell people constrain to expand. That's what it's really about. So I cannot wait to hear what you all uncover in your business. And until next week everyone, have an awesome week.