Transcript for Episode 266: MVP - Unlocking the Power of Repeatable Assets: How 7-Figure Businesses Double Revenue

00:01 – 00:31
Jessica Miller: Hello, everyone. Welcome to this week's episode of the It's Your Offer podcast. Welcome to all the new listeners. There are a lot of new listeners here and I want to personally welcome all of you. I'm Jess Miller. I'm the host of the It's Your Offer podcast show, and we're so excited to have you here. For all of our listeners that have been following us along this journey of 3 plus years, can you believe it? 3 years of starting this podcast. We're so grateful for you to be here. So grateful for you to be along this ride

00:31 – 01:01
Jessica Miller: with us, growing and thriving, and we're so happy to come here and speak to all of you every week. It's one of the highlights of my business. When I started this podcast, I did it because I really felt like I wanted to connect with the people out there who are growing their business, who wanted to do it better, easier, with more joy. And it has just been an incredible ride. And so, coming on here every week, sharing my experience, sharing my client wins, sharing some of the things that we've done that we wouldn't do again, has

01:01 – 01:42
Jessica Miller: just been really a highlight of my whole career. So, thank you for being here every week. Today we're going to talk about one of the cornerstones of the consulting work that I do around Hell Yes Offers, around growing the Hell Yes way, and that is the idea around the power of creating repeatable assets so that you can double your revenue. For many of you, you have seen our business evolve over time. We have created frameworks; we have created things that create growth in people's businesses. Our goal is to find those levers to help you most

effortlessly double

01:42 – 02:19
Jessica Miller: your revenue. We're putting our stake in the ground to say that if you use the frameworks that you hear on this podcast, if you use the frameworks that you get when you're part of our programs, either as a consulting client or you're part of the Hell Yes Offer frameworks, those particular tools and frameworks are built so that as you optimize them the goal is for you to double your revenue in the most powerful, efficient, easy and fun way. That is what we're here to do. On today's podcast I want to talk to you around the power

02:19 – 02:56
Jessica Miller: of repeatable assets. Now, if you've ever taken a finance class, or maybe even an economics class, you've likely heard this term. But I want to today apply it to your business as a multiple 6 figure business owner and 7 figure business owner I want to apply it to you not just as this random economical concept or there's a random financial concept, I want to really focus in on why this is something that you need to have in your business. And not just have it, have it right now, like have it yesterday. Because when you create assets

02:57 – 03:41
Jessica Miller: in this way, you dial down the effort and energy that it takes for you to double your revenue. I'm gonna say that again. When you create a powerful repeatable asset in your business, what it means is that for every unit of energy, time, finance that you put in, money, you get 10 times more on the back end. You get a higher ROI, but not just once, over and over and over and over again. So, this is the key to building and scaling without adding complexity or unnecessary work streams to your business where you don't need it.

03:41 – 04:17
Jessica Miller: For a moment, I want you to take a step back and imagine that if your business could grow and scale and bring in consistent revenue without

having to constantly chase clients, what would your life and your business be like? What doors and possibilities would it open up for you? What would you no longer be available for because you had so much growth and so much thriving and so much impact and so much awesomeness to put out into the world that you don't have time for these other things. They're not part of your life or your business

04:17 – 04:54
Jessica Miller: plan. What would that look like? That is the magic of a repeatable asset. And as a 7-figure business owner, when we think about why is this important to you, you're likely working on a strong foundation, right? You have a business, it is built, it is creating momentum and cash. But there's a very big chance that you are likely caught in the hustle of trying to bring in new revenue streams. You're trying to add all the time to continue to grow or scale. But the key to doing this without burning out is creating assets in your

04:54 – 05:52
Jessica Miller: business that work for you repeatedly. These assets help you stop chasing clients and allow you to focus on growing and scaling with ease. So, all of this might be sounding amazing to all of you. The question is, what is a repeatable asset? What are the things in your business that are considered repeatable assets? What I believe to be the most powerful places to look for and create repeatable assets are things like systems, processes, and offers in your business that can be leveraged multiple times without reinventing the wheel each time. Some things in your business that may

05:52 – 06:32
Jessica Miller: look like that might be things like evergreen marketing campaigns or standardizing your sales process, high converting offers, client retention systems, automation tools. Any of those things in your business can be a powerful repeatable asset. And what you want to do is you want to look to create scalability and consistent growth and cash flow without needing to add on more. So that looks like more complexity, more work streams, more head count in order to

grow. It's about taking an asset that you have, one of your offers, one of your work streams, one of your processes, and making

06:32 – 07:13
Jessica Miller: that produce more without having to add more. It is literally that beautiful phrase of like, getting more while doing less, the same or less. That is really the definition that I think of when you think of a repeatable asset. So, what happens with 7 figure business owners when we think about growth? Well, what does this look like to many people when we see it, especially as growth consultants? We see people often hitting sales plateaus. They're either their sales are flattening out, that is one indication that they are trying to grow, but they're not creating repeatable assets

07:13 – 07:47
Jessica Miller: or growth in a way that is actually soaring. They're really hitting this plateau because what they're doing is they're trying to add more as they're growing and that curve is just flattening out. When they add more as they're growing, what happens is their expenses go up and their complexity goes up and things become a whole lot more hectic. Okay, so we see that flattening out of that sales curve. We hear things from people like I've got the biggest team, my business is making the most revenue, but I feel like I am constantly on the hamster wheel

07:47 – 08:20
Jessica Miller: and I have never been working harder in my life. I had the least amount of time, the least amount of energy and the least amount of ease in my business that I have ever had, even though we have grown to this level that at one point like would have been a dream. Those are the type of things that we are hearing from people who are not leveraging this idea of creating more with what they already have, they're adding on and they're adding complexity. When you have a repeatable asset, when you look at what is already in

08:20 – 08:51
Jessica Miller: your business and you optimize it, what you do is you expand without this extra operational burden, without this extra churn, and you end up growing faster and more easily than you ever have. And I just wanna like pause for a second. And I want us all to think about this logically because we see a lot of shiny objects out there. We watch what other people do. We see people launch new products and we think this is just the way it has to be, right? And we hear this also from our clients a lot. Like, I just

08:51 – 09:22
Jessica Miller: wanna add this one thing, right? I just wanna add this piece of the business or this other webinar or this other program or whatever it is. Let's pretend you're someone who has a group coaching program out there, you have a business and maybe you're scaling that, and then they decide they wanna offer a course. And people are like, I'll just take a piece of what I'm teaching in this group coaching program and I'm just gonna offer it as a course over here. Well, it sounds easy, right? Just take a piece of it, put it on a

09:22 – 09:57
Jessica Miller: website, sell it to people like no big deal. The whole concept of passive income comes up and people talk about it like it is No big deal. But for those of us that are experts, and if you're a seasoned business owner and you are listening to this, you know, oh, if only it was that simple. It is not that simple. When you decide to add a low-ticket course alongside of your high-ticket coaching program, what does it do? It changes everything. All of the tactical pieces that you need to launch this low-ticket cost course,

09:58 – 10:33
Jessica Miller: not to mention the funnel for that and the messaging for that and the audience for that and the whole piece of the puzzle that comes along with adding just this one extra tiny thing becomes huge. And we do it from the perspective of growth, but What we're actually doing is slowing things down

considerably. And we do this all of the time. So, I want to just like pause for a moment and have people really think about this because our brain goes to this place. We think about changing an offer significantly. We think about adding 1. We

10:33 – 11:14
Jessica Miller: think about tacking on this other thing, we go from maybe leveraging our online presence at our Facebook groups to bring people in to like launching in-person dinners. It all sounds amazing and I am not here to suggest that these are terrible ideas. But what I am going to suggest is that it is a slower, much bigger lift to grow in that way versus looking at the things in your business that you enjoy that are converting and looking at those opportunities as a way to create an asset that is repeatable and is creating a bigger ROI on

11:14 – 11:52
Jessica Miller: the back end. So, when I look at my clients where we've done this for them, I'll give you an example of what I mean by this. one of my clients is an amazing med spa in the Boston area. Her services are second to none. She is an awesome clinician. She has amazing products that she offers. She has amazing services, like top notch, and she has people coming in. So, one of the things we wanted to look at was how do we get the people that she has to come in more and buy her services more? How

11:52 – 12:25
Jessica Miller: do we create or take one of her assets that is doing that is speaking to her audience, speaking to her current clients and having them come in in a more powerful way to be more repeat buyers. We wanted them to come and consume more. We wanted them to every time they came in, we wanted to try to increase that order volume by increasing the experience and increasing the impact. When we looked across all the different pieces that we had in her business of connecting with her audience, one of the things that we found that she enjoyed

12:26 – 13:05
Jessica Miller: and was working well for her in her business was she was hosting these amazing events. She created a fun, educational, informative way for people to come into her world, come into her physical location, and to consume information, get access to special discounts and special products, and be able to come in and have a better experience and a better result. So, what we did was we leaned into that event, the concept of events as an asset in her business to reach her audience, leverage the internet to bring them into her physical brick and mortar space. And then

13:05 – 13:39
Jessica Miller: we had a plan on the back end of when people came in, exactly where were we going to lead them? What kind of messaging were we going to have? What kind of offers were we going to put in front of them? How are we going to lead them powerfully to the result that they wanted and, in the process, we were going to drive her sales? Well, let me tell you that we created some very simple text campaigns, email campaigns. We created a strategy around that entire event strategy to bring people in and not only did we

13:39 – 14:14
Jessica Miller: get people in the door for her and she generated tens of thousands of dollars over the course of 3 days, but we did it so well. There literally was standing room only within her facility and people were like, for 5 hours, she did not like sit down, stop talking or go to the bathroom. Seriously, it was a huge success for her. The beauty of this was, like I said, she generated tens of thousands of dollars over the course of a couple of days, doing what she loved and really touching her customers and making it a very

14:14 – 14:52
Jessica Miller: customized experience. But the real beauty of it is guess what she can do every time she wants to run an event. With the holidays coming up, year-end, 2025, guess what she’s gonna do? She’s going to take this asset that she’s

now created around this event and she is going to run it again and again and again and again and maybe she will have to tweak the language because new year's is right different than maybe an anniversary event but the brass tacks of it are already intact and we know it's working. We know how it's converting.

14:53 – 15:30
Jessica Miller: So, we put this into place to create this recurring revenue stream where she is going to generate sales without constantly seeking new customers. That is just one example of a repeatable asset. With some of my restaurant clients, if you are a restaurateur and you're listening to this, one of the ways we have built systems around this, we have built structured and assets around this, is we have leaned into things like having an upsell framework and structure. That means we help you look at where are you providing the best experience for your diners and how can you

15:30 – 16:08
Jessica Miller: enhance that and how can we create a standardized process and a very fleshed out clear training and expectation? We are basically standardizing the upsell and then we allow you to run it over and over and over again. And what's so beautiful about this is it doesn't really change. It changes slightly if your menu changes or you're offering new things, but the process and the mindset behind it and the philosophy doesn't change. one of the most powerful pieces of that is getting the buy-in of your team, getting that clarity, connecting it to your mission and to your

16:08 – 16:41
Jessica Miller: brand, but then helping tactically roll that out in a very simple way that you can leverage over and over and over again. And for many of you that don't have just one location, guess what you can do? You can leverage it in every single location. Guess what it doesn't require though? Reinventing the wheel, hiring more staff, creating more churn, it is super simple. So those are some ways where we really lean into this repeatable asset. So, the question then becomes

like, okay, how do we build a repeatable asset in your business? Well, here are the key

16:41 – 17:15
Jessica Miller: places I want you to look. Number one is, as I alluded to, there are things in your business because you are established and you are making money and you are doing amazing things in the world that are working and that you love. You want to look at those key offers in your business that are thriving, that you enjoy, that are converting. Where can you optimize them? How can you lean into that? It's an asset already. We want to lean into these assets. So where in your business do you have these key offers, these key processes, maybe

17:15 – 17:47
Jessica Miller: key client experiences that have proven to be successful and they are ripe for optimization. And I like to call it like standardization and systematizing. This is a way to take an asset and make it better without making it more complicated. Right? So, the first place to always look is where are those assets in your business? And that is a combination of again, what is working, meaning what is making you money in your business and what feels easeful to you or what do you love or what are you known for, right? So, you always start with what's

17:47 – 18:20
Jessica Miller: working. The second place is once you identify those things, once you look at those, we wanna look at streamlining and standardizing them. Like I said, you wanna make the processes and the assets around them created in a way that you can use them repeatedly. So, one of the things that we really lean into with the work that I do, this is true of your hell yes offer, or it's true of your growth plan the hell yes way, is that we don't want you to just do one and done. If you are strategic and you do this

18:20 – 18:55
Jessica Miller: right, you don't do it just once. It is something that creates money

for you immediately and forever. That is literally, that's the gold nugget that people forget. It's like, where can you put this energy in and get the return on it now and forever. That's what we want and we have become so good at helping people look at their business this way because it not only saves you time and energy now, it saves you time and energy forever compounded. And that is what we're looking for. That is what we're looking for. So, we want to be

18:55 – 19:32
Jessica Miller: looking for those pieces where you could really like use them over and over again. You want to leverage anything that you can automate, anything you can take out of the picture where it's very manual. So, any automation tools, any types of frameworks or things where you could put this information in there and people can use it very easily and in an automated fashion. You wanna really extend the effectiveness of these repeatable assets so that they can function without this daily management. That means energy daily management, people daily management, you wanna take it out of that arena.

19:32 – 20:03
Jessica Miller: You just want to make it easily work for itself. Plug and play, rinse and repeat. That is the words I always use with people. And then you want to make sure that you're leaning into those things over and over. Because again, we can get really sidetracked by the shiny objects but once you identify these things and they become part of your business plan you just repeat them you lean into them they become part of your business plan for next year those assets you just leverage forward and it's so good it's so good So that's what

20:03 – 20:41
Jessica Miller: we want people to do. So, I want you to right now pick one area in your business to focus on today and think about how you are going to turn it into a repeatable asset, into a repeatable asset. Because here's what I want to leave you with. This is the key benefit when you stop chasing clients and start building repeatable assets when you stop adding complexity and you start building those

repeatable assets your business grows in a way that feels sustainable, consistent, and far less chaotic. Far less chaotic. And at your level, you want to be

20:41 – 21:18
Jessica Miller: leaning into scalability, consistency, and cash flow without requiring all of these new offers, or all of these new teams, or all of these new work streams. We are in the business of less equals more. Less equals more. You've put in your time. You have hustled. You've done the hard things. Let's make it work for you with what you already have. Let's grow the hell yes way. Let's grow the lazy way. Let's grow the sometimes quote unquote boring way. But let me tell you, you get all the excitement on the back end when you are buying back

21:18 – 21:54
Jessica Miller: your time and your energy and your happiness. That is what this creates. Powerful growth, doubling your revenue with repeatable assets. So, in closing, the hell yes way to double your revenue does not require more complexity. It requires leveraging what's already working and turning it into a repeatable, scalable system and asset that allows you to grow with ease. I want to hear from all of you as you Think about your repeatable assets and what they can do for your business today and in the future. Focus in on one thing. Where can you create that one repeatable asset?

21:54 – 22:01
Jessica Miller: And let us know. We wanna hear from you. We are cheering you on. And here is to living a life and growing a business The hell yes way. Let's go.