

Daily Method of Operation to Grow a 6+ Figure Service-Based Business



Having a Daily Method of Operation (DMO) keeps you focused on activity that leads to consistent client growth is essential to grow a 6+ figure service-based business.

Most business cycles are 90 days so being consistent and tracking your focused effort will help you stay in momentum. Consequently, you will remove the peaks and valleys of client growth and achieve consistent and predictable client growth.

Always remember that 2 things drive your business success:

- The amount of people you know who WANT and are WILLING to INVEST to achieve the results that are possible through your programs or services.
- How many offers you make to clients who are actively seeking a solution to the problem that you can help them to solve.
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Here are 3 activities to focus on daily:

- Intentionally meet more people, more ways, more often.
- Communicate your 3 "So What Factors"
 - Why are you a business owner and what is the legacy you are creating through your programs and services?
 - What is the problem that your programs and services solve and what does living with this problem cost your ideal YES Client?
 - Why are you the right guide to help your ideal YES Client move from the pain of what the problem is costing them to their desired outcome?
- Create conversations and facilitate connection with your ideal YES client is critical to building a thriving and profitable 6+ figure business.

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Activity Tracker:

- Focusing on income producing activities is the key to consistent client growth whether you commit 1 hour a day or a full workday.
- Start with identifying your ideal "Freedom" number. The annual revenue (or profit) number that you are striving for and equals success in your mind. Note that this number should factor in the costs of doing business (taxes, software, investment in learning etc.)
- Use the table below to track your progress:
 - How many new connections did you make each week?
 - How many existing connections did you nurture each week?
 - How many offers did you meet this week?
 - What was the average offer investment?
- Evaluate your numbers to identify if your activity has you on track to achieve your freedom number or if there is a gap. If there is a gap you will either need to boost your activity, adjust your offer strategy, improve your conversion rate or adjust your goals. Working with a Business Success Coach can help you bridge this gap more quickly with fewer hurdles than doing it alone so reach out.

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	Total New Connections Made This Week	Number of New Potential Buyers/Clients /Customers	Total Number of Offers Made This Week	Outcome of Each Offer & Next Step Identified
Week 1				
Week 2				
Week 3				
Week 4				