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Three levels of a product

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Of the 540 participants, 61% reported working below their best energy level, while 21% reported working above their optimum energy level. The results are problematic for Welbourne, which notes that the search for hundreds of thousands of people shows that energy optimization and direction drive high performance and growth. The things we've taught people as proven leadership and management [methods] just don't work anymore, she says. If you create an environment where people can't focus and do their job, it affects productivity, she says. We spoke with Welbourne to find out what causes this disconnection, and what can be done to solve the problem. Here's what she suggests:1. Monitor energy levels Energy reflects performance, says Welbourne. Because energy fluctuates, Welbourne suggests checking regularly with your management team, asking two questions: Where are you on energy? Where are you at your best? If you know how they're doing, it gives you a good insight into how the rest of the organization is doing, she says. Being above or below your optimal energy level can cause problems. Executives who are constantly interrupted are in a state of over-energy that leads to loss of productivity and burnout, Welbourne notes. On the other hand, leaders who work too far below their optimal energy level often avoid challenges and get bored. Routine kills energy, says Welbourne. As a result, it is important for companies to reduce administrative and shake things up a bit. If you can't get rid of weekly meetings, change the day, time and location. Welbourne suggests checking with your management team via Skype to find out what everyone is working on. This works better than listening to the same reports in the same format week after week. The key, she says, is to replicate the startup experience. The emergence of a smaller bureaucracy makes people more she says.3. Add energy to your measurementsYou measure sales, quality and growth - why not add energy to employees? One of the benefits of regular registration is to receive information about productivity issues in a timely manner, when you can correct the course. For example, Welbourne worked with a customer at the call centre and had weekly check-ins with employees. One question she asked was whether something was going to the forefront of employee productivity. One respondent mentioned that the new security staff would not allow anyone to enter the building until 8:30 a.m., and that they were not able to get to their office and start work before 8:15 a.m.m. Because of these regular records, the problem was immediately corrected. Not all businesses need to register as frequently. If there is a high rate of change in your business (such as merger or growth), Welbourne recommends weekly or biweekly registrations. Other companies can register once a month. [h/t: USC Marshall School of Business] Last updated on December 22, 2020 Making a million dollars is not an easy task. To be honest, don't even think about it unless you're more disciplined than a navy seal for at least three years. Flirting with the idea doesn't get you anywhere, starting the idea will frustrate you, and going half-ass will just leave you more frustrated than when you started. So if you're willing to engage in discipline, laser focus, and more ups and downs than a roller coaster at Disney World, then we're going to get it.1 Choose a niche This is by far the most important of the whole process on how to make a million dollars. This niche must meet certain crucial criteria. Let us deal with some of these requirements: there must be no income cap. It must be something that can be scaled at a high level. You must be an expert in this field (or ready to become one). I personally write this assuming that you are going to do this full time or be able to devote 30 hours a week to this hustle. Here are some ideas: Private label products on Amazon Dropshipping on Shopify Affiliate Marketing High-End Consulting Flipping Homes Sell your skills on Fiverr Sell an online course There are tons of avenues to make a million dollars, but it has to be one that can be scaled to a huge level. We need to see bigger, bigger than you ever thought. Think so big that people would laugh at you if you told them how big you wanted to be. Every great entrepreneur has by these thoughts. Remember, someone once came up with the idea of bottled water and sold it. Can you imagine the reaction when they told someone for the first time? 2. CommitVery few, if any, millionaires ever made without a strategic commitment of time and strategy. The best way to do this is to look at your schedule and see where you can catch up a few hours. You will need to work on this idea at least 5 days a week. To give you a my hours are from 4:30 a.m. to 7 a.m. every morning before I wake up 3 and 5 years old. Does it suck some mornings? You bet. But for me, it's worth all the sacrifices. Earning a million dollars is a high goal, and if you think I'm going to lie to you and say you can do it without working harder than you've ever had, you read the wrong article.3. Become an expertBefore jumping in, let me give you some advice. This is one of the places where I failed miserably when I started. Learn and learn more. But isn't it acceptable to learn as you go? You bet! The thing is, you have to have more knowledge than the average joe. Passion, unfortunately, does not mean expertise. People can smell a fake from a mile away, and your expertise will be no different. The best way to become an expert is to find a successful mentor in your niche. I am a great believer in investing in yourself and therefore, don't be afraid to attend paid conferences, seminars, or even pay for a brain. Knowledge is really power and when you try to make a million dollars, you need all the power you can get.4. LaunchSpreading your wings is the scariest part. What if I fail? What if my friends make fun of me? What if...? Self-confidence and strategy are the keys here. Talk to any entrepreneur who has made a million dollars — there is no one who can say that he did not have a time when he wanted to resign. There were times when they cried, became frustrated, wanted to wave the white flag. I bet they didn't because they believed in themselves and had a strategy. You need to DO CONFIDENCE TO PROCESS. Here are some 7 solid launch strategies to give you confidence and a definite boost in sales and accelerate your way to a million dollars. Get 100 reviews before your launch. Get 5 video testimonials that talk to you or talk to you. 3 influencers agree to share your product or service on launch day. Capture all the email addresses you can and send them a bi-monthly email. Give a fixed amount of products/services in exchange for shares on social media. Launch a paid ad campaign for your launch (FB and Google are the best shot for your money). Once you have completed Stage 6, start again in Step 1 and repeat. 5. Dream customerFrom my experience, this is where most people hang their hats. We were just at the top of the world and more excited than a child on Christmas Eve. We launched, worked for months, and we finally put our product / to the world only to hear crickets. That's where we separate the boys from the men, as it seems. Most likely, you have a good product/service, but it is not reaching your dream customer. Let me explain. Imagine you're selling makeup. It's the most beautiful makeup on anyone has ever set his sights. Its price is right, its packaging is stellar, and its logo is bee knees. You launch and even follow the launch but you can't identify your dream client aka who buys makeup. So instead of 18-35 year old women seeing your product, it is dispersed with demographics that have no interest in makeup. The result is that you think your product is defective and have to go back to square one when really, you have a marketing problem, not a product problem. Once you have feedback and testimonials, it is imperative that you now target your product/service to what many would call your dream customer. Here are some ways to get in front of your dream customer: Learn Pinterest by taking Pinterest Academy. Take Twitter school to fly. Take classes on Google Garage. Check out Fb ads via Facebook Blueprint. Find Instagram/TikTok influencers to promote your brand that already has your dream customers as subscribers. 6. Manage your money wellThe whole American dream can go to hell in a very fast hand basket if you don't manage your profits well. We have seen many before us who have spent their profits without any structure. There's a difference between making a million dollars and structuring your funds to become a millionaire. If you have come to this stage, then you are above the curve and have a big problem to solve. How do you structure your profits? What percentage will you save? How much are you going to pay yourself? How much are you going to put into marketing? There are a plethora of issues that you need to address. The good thing is that you now

have a problem that most people would die having. You have an abundance of income and need to know how to structure it. I strongly recommend that you pay a fixed salary regardless of your profits. You can always give yourself an end-of-year bonus. I also advise you to look for a CPA and make sure you are taking full advantage of your tax benefit investments.7 Finding balanceThe whole site and its premise are called Lifehack. Lifehack doesn't mean working 100 hours a week and being a-happy. From what I understand, it is exactly the opposite. It is a state of mind to earn a living by being efficient and successful in all areas of life. Getting a million dollars won't give you the deep satisfaction you've always wanted. The journey, however, can and will fulfill this satisfaction if you can find your passion along the way. Many people find accomplishment in travel, but very few will ever find fulfillment in money. To say more about this, let me put it that way. I know a lot of millionaires who could afford to work today and live a more comfortable life than many of us would ever dream of. So why don't they do it? That's why. It's never really about money, it's about travel, it's about agitation, it's about being a winner. Money comes with these things. Unfortunately, that is why very few of us accomplish this feat. They don't like grinding. They do not the roller coaster of emotions it takes to make a million dollars. Bottom LineMany entrepreneurs will try to make a million dollars, and many will succeed. Following this framework will not be a quick fix, but it will be a great starting point in your journey of financial freedom and entrepreneurship. I wish you good luck! Cheers.More Money Making TipsFatured Photo Credit: Alexander Mils via unsplash.com unsplash.com

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