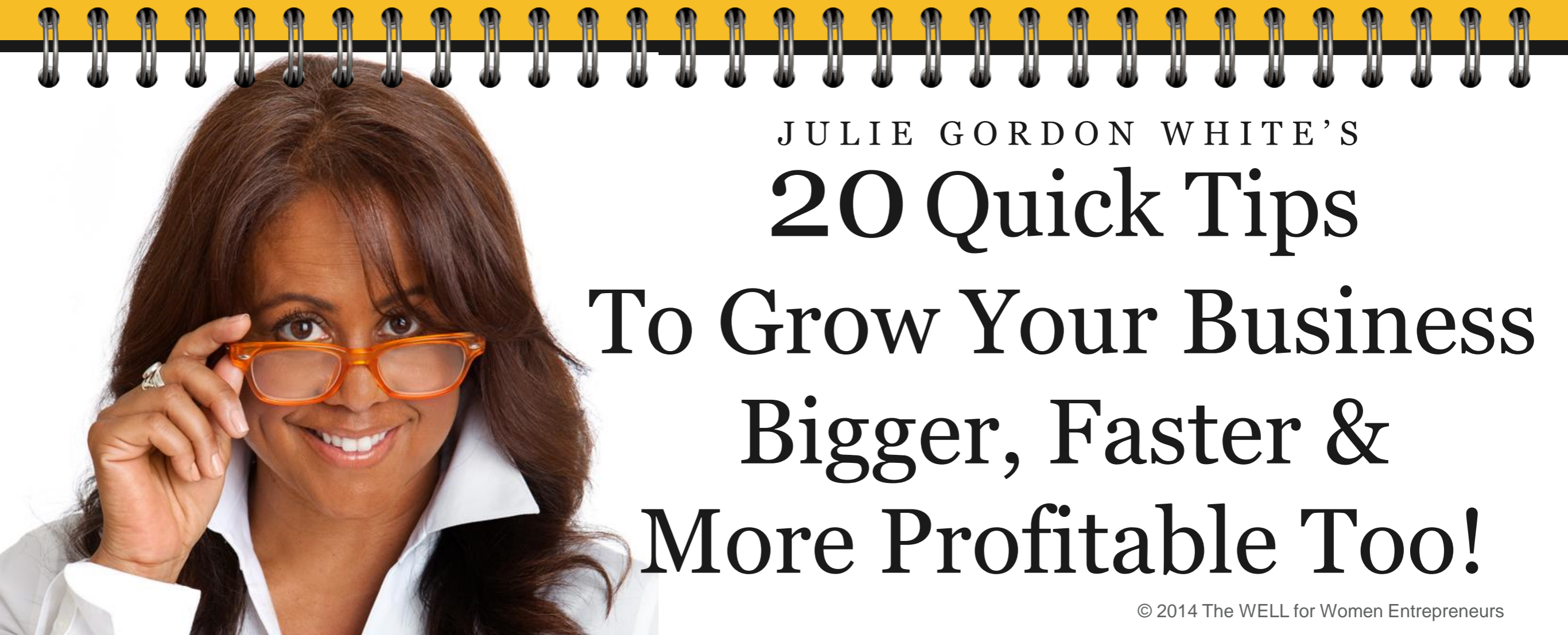


# Grow to a Million &

THE WELL FOR WOMEN ENTREPRENEURS

# Sell for a Million.

GrowatTheWELL.com



JULIE GORDON WHITE'S

## 20 Quick Tips

## To Grow Your Business

## Bigger, Faster &

## More Profitable Too!

{ 1 }

Chose a **small niche AND an even smaller target market within that niche.** Then create a marketing plan that makes it feel like you and your business are...

**Everywhere!**

{2}

**Network like a  
rabbit to build  
mutually beneficial  
relationships that  
multiply into  
more, more, more!**

{3}

Offer an informative article or eBook on your website for your target market in exchange for their email address.

Then follow-up weekly with more information to solve their urgent needs, and position yourself as a trusted resource for success.

{4}

Pick **two** social media platforms that your target customers are active on, and then post valuable content (pics, quotes & links) 10x more often than you ask them to buy.

{5}

Be the **first and fastest person** to reply to your customer emails and phone calls. **This is very powerful** because no one else is doing it!

{6}

**Give an abundance of advice freely and know that it will come back to you ten fold.**



Create a 3 to 10  
step **signature**  
**speech** based on  
the informative  
article or eBook  
you offer on your  
website.



{8}

Speak for free in exchange for the **opportunity to sell your products and services in the back of the room.**

Be sure to get the entire the audience's **business cards** for your database by raffling off a gift.

{9}

Use your signature  
speech as the  
**Table of Contents**  
for a bestselling  
book you can  
self-publish with  
Amazon's  
Createspace.com.

If I did it, you can too! ;)



{10}

**Make your  
referral partners  
look brilliant  
because you  
serviced their  
important customer  
above and beyond  
expectations.**

Then get ready for more referrals!

{ 11 }

Hire a PR firm or  
**build relationships  
with 10 reporters  
that you found on  
LinkedIn and  
become their go-to  
resource for your  
industry.**

{12}

Create a database with your **top 50 prospects or referral partners** and send them helpful or industry information in the mail every month (yes, with a **postage stamp**) and then follow-up with telephone calls.

*Old school still works!*

{13}

**Operate your  
business with the  
highest integrity  
...always.**

**{the entire tip is  
BOLD  
for a reason}**

{14}

Promote your products and services **every day** because if you want to **grow an orchard**, you need to plant **a lot of seeds!**

{15}

**Tell everyone what  
you do because  
you never know  
who knows who.**

This tip yielded  
a referral from  
a soccer parent  
that resulted in a  
\$200,000 sale.

I ♥ Soccer ;)



{16}

Make it easy for your prospects to become customers by **lowering their risk or eliminating it completely** with a free trial offer or 100% Money Back Guarantee.

{17}

Determine the  
**step-by-step**  
**process** of what  
you do and  
market it as the  
“secret sauce”  
that makes your  
business different,  
better, and **the**  
**obvious choice.**

{18}

Think

**BIG**

but start marketing  
**SMALL & LOCAL**  
(because it's faster  
and way cheaper).

{19}

**Double your  
revenue by  
doubling your  
prices or minimum  
order for new  
customers and  
clients.**

*Yes, you are ready and  
worthy. You don't need  
anything else. Just do it.  
Today. xoxo*

{20}

Last but definitely not least... Get Support!

**A coach, a mentor, a super smart BFF or all of the above.**

The road is long and sometimes lonely, but the journey is always better when you have co-pilots to ensure your arrival at **the destination of your dreams!**

# Select Your 2 Highest Payoff Tips & Make Them Happen!

## #1 High Payoff Tip for My Business:

My Goals for Implementation \_\_\_\_\_

Action Step to Implement 1) \_\_\_\_\_

Action Step to Implement 2) \_\_\_\_\_

Action Step to Implement 3) \_\_\_\_\_

How can I anticipate the barriers & remove them? \_\_\_\_\_

How will I be more successful when I make this happen? (Yay!) \_\_\_\_\_

## #2 High Payoff Tip for My Business:

My Goals for Implementation \_\_\_\_\_

Action Step to Implement 1) \_\_\_\_\_

Action Step to Implement 2) \_\_\_\_\_

Action Step to Implement 3) \_\_\_\_\_

How can I anticipate the barriers & remove them? \_\_\_\_\_

How will I be more successful when I make this happen (Yay!) \_\_\_\_\_

# The BIG Takeaway...

Focus on a few  
proven and high  
payoff tips and  
strategies to grow  
the business of  
your dreams  
bigger & faster!

Ready to Get Started? Visit

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{click above + try it for free!}



**Julie Gordon White, CEO**  
Award Winning Entrepreneur + Bestselling Author

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TRAINING & COACHING