EXCLUSIVE GUIDE · THE FREEDOM SHIFT SUMMIT

Stop Leaking Profit

7 Money-Maximising Strategies
Every Business Owner Needs to Know

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What's Inside

INTRODUCTION

The Handbrake

> Imagine driving on the motorway with the handbrake on. You're moving. The engine's working hard. You're getting somewhere. But you're generating maybe 60% of what the car is actually capable of, and you've been doing it so long, you've stopped noticing the drag.

That's most businesses I work with.

Not failing businesses. Not businesses run by people who don't care or aren't trying. Businesses run by smart, driven owners who are already working hard, sometimes too hard, and still feeling like something isn't adding up.

The good news? You don't need to work harder. You just need to find the handbrake.

That's exactly what this report is designed to do. In the pages ahead, I'm going to show you seven specific places where profit quietly leaks out of most businesses, places most owners have completely normalised, and which are almost always fixable faster than you'd expect.

You've already done the hard part. Let's identify exactly what you need to do to quickly let that handbrake off.

That might seem like a strange way to begin a report about helping you grow your business, but if you're like many of the business owners I work with, you'll recognise yourself in some or all of these situations:

- Work longer hours, but never feel like you're getting ahead
- Have to work more to make less
- Worry that your competition is outperforming you, and that you can't quite catch up
- Spend more time dealing with business-related frustration than celebrating success
- Are looking for new ways to reach your goals
- Need new customers fast
- Wish you could spend more time growing your business instead of fighting fires

...Then, chances are, you're committing one or more of the seven biggest mistakes I see business owners make over and over again.

Fortunately, this report will help you change all that.

That's because there are proven, powerful ways to increase your cash flow and profits, with less stress and more time to enjoy what you've built.

All you have to do is master the 'Stop Leaking Profit' Strategies I'm about to reveal, and you'll begin to see immediate results.

These aren't complicated strategies. Chances are, you're already aware of most of them. The difference is knowing which ones to prioritise first, and in what order, so you release the most pressure, fastest. That's exactly what I help business owners do: identify the specific leaks that, once fixed, put more cash in the bank, give you more time back in your week, and create more flexibility and freedom in your life.

Don't make that mistake of reading without acting.

In my experience, these 'Stop Leaking Profit' Strategies make all the difference in the world, between a business that's average and one that's exceptional.

In this report, I'm going to open your eyes to the goldmine of possibilities sitting right in front of you. If you have any doubt about whether these strategies can deliver significant profits for your business, I invite you to put that doubt aside for the next little while.

Are you ready to make your business work for you? Let's begin.

BEFORE YOU BEGIN

How to Get the Most from This Report

In order to get the most out of this report, you've got to actually implement the strategies, not just read about them. So for best results, here's what I recommend:

1. **Read the entire report in one sitting.** It's designed to be a fast read. Turn off the phone, log out of your inbox, pour yourself a coffee, and commit to going through it cover to cover.
2. **Grab a notebook and pen**, or better yet, print the report and take notes directly in the text.
3. **As you read, write down your insights.** Ideas will come to you. Don't let them slip away.
4. **Set goals based on what you read.** All the information in the world is useless unless you turn it into action steps and commit to a timeframe.
5. **Find an accountability partner.** If you're like 97% of the business owners I work with, you understand intellectually what needs to be done, but having someone hold you accountable is what actually gets it done. Many of my clients discover that's exactly why they hire me.

BIG PROFIT LEAK #1

Not Attracting Enough Qualified New Leads

Do you have an abundance of qualified leads in your business? If you are like most business owners, you are letting this major profit source slip through your fingers into your competitors' pockets.

Which of these FREE or low-cost strategies are missing from your business?

1. Referrals: you already have people who love what you do, are you asking them to send new customers your way?
2. Networking: are you putting yourself in the places where your ideal clients are? (Physically or virtually)
3. Alliance Partners: who already has a database of your ideal clients and is not in competition with you? Are you teaming up with them?
4. Website: do you have a compelling opt-in so you can start a relationship with visitors?
5. Search Traffic: are you attracting search traffic by taking care of your onsite SEO? Have you optimised for keywords?
6. Google My Business: have you claimed your business? Are you consistently getting 5-star reviews?
7. Expert Positioning: have you written a book? Could you? Have you been featured in the press?
8. Speaking: are you getting in front of your ideal clients by speaking at live events, webinars, podcasts, or YouTube?
9. Social Media Marketing: do you post regular value-added content that allows people to connect with you and your brand?
10. Social Media Engagement: are you engaging in groups that have your ideal clients?
11. Social Media Promotions: can you run competitions or giveaways with key influencers in your niche?
12. Local Community: are you connecting with your local community?
13. Directories: have you listed your services in relevant directories?
14. Location: if you have a physical location, are you in the best place to attract your ideal clients?
15. Signage: do you let people know you exist by putting signage on your building or vehicles?

16 Buy a Database List: can you buy a list of your ideal clients?

17 Sponsorship: is there value in sponsoring a team, organisation, or event?

18 Public Relations: are you releasing interesting stories that attract attention for your brand?

19 Team: have you engaged and incentivised your team to generate leads with your ideal clients?

20 Tele Sales: yes, it's old school, but could there be an opportunity to use this for your business?

21 Agents & Distributors: could you leverage professional networks to distribute your product or service?

22 Paid Advertising: are you leveraging Google Ads, social media ads, remarketing, magazine ads, catalogues, or landing pages?

23 Targets: are you setting targets for the number of leads you generate, and measuring your progress against them? If not, this alone could increase your profit.

✎ **YOUR ACTION ITEMS**

Which of these strategies will you implement first to stop leaking profit?

1. ______________________________

2. ______________________________

3. ______________________________

BIG PROFIT LEAK #2

Not Converting Prospects into Clients

Are you or your sales team finding that prospects are hard to convert? Maybe they take too long, or they only want to purchase your lowest value items? Too many businesses leak profits when it comes to converting leads into paying clients.

Which of these FREE or low-cost strategies are missing from your business?

1. Sales Script: do you have a professional, high-converting sales script in place?
2. Role Playing: do you and your team practise the sales conversation again and again before speaking with prospects?
3. Reminders: do you remind prospects about your meeting time, and thus maximise show-up rates?
4. Qualification: do you have a questionnaire or marketing process that only allows qualified buyers in front of your team?
5. Nurture: are you nurturing prospects with engaging, value-added material before the sales conversation?
6. Guarantee: do you have a written guarantee that reverses the risk for your prospects?
7. USP: have you clearly articulated why you are unique? Does the customer understand this in the sales conversation?
8. Standards: does the sales team know the standards? Are they tracking their progress against them?
9. Reassurance: is your process optimised to stop clients getting buyer's remorse after making a purchase with you?
10. Follow Up: do you have a quality follow-up process that converts those who weren't ready yet?
11. Training: are you providing ongoing training to the sales team to help them increase their conversion rate?
12. Incentivisation: is the sales team financially motivated to maximise results?
13. Testimonials & Case Studies: do you have written and video social proof? Are you including this in the sales process?
14. Visual Aids: are you keeping prospects engaged during the sales process with suitable visual aids?

15 Offer: is the offer easy to understand? Or is it complex and confusing?

16 Alternatives: do you have up-sell, cross-sell, and down-sell offers in place?

17 Price Anchor: do you establish value by using a price anchor?

18 Payment Plan: do you offer payment plans and make it easy to pay?

19 Profiling: do you understand your prospects' behavioural preferences, and communicate in a way they prefer?

20 Rapport: do you know how to build rapport quickly, so that your prospect instantly trusts you?

21 Direct Mail: do you engage prospects or reactivate past clients with lumpy mail or postcard strategies?

22 Survey: do you survey past customers and those who did not purchase, to learn more and improve the process?

23 Targets: are you setting targets for conversion rate and revenue generated, and measuring your progress? If not, this alone could increase your profit.

✎ **YOUR ACTION ITEMS**

Which of these strategies will you implement first to stop leaking profit?

1. ____________________

2. ____________________

3. ____________________

BIG PROFIT LEAK #3

Not Maximising the Average Spend of Each Client

Is it possible that your existing clients could spend more money with you? The answer for the majority of businesses is a resounding YES. Too many businesses leave significant profit on the table by not giving clients more opportunity to buy.

Which of these FREE or low-cost strategies are missing from your business?

1 Stop Discounting: are you discounting? If so, stop it. Discounting destroys profit margin.

2 Price Increase: have you increased your prices recently? Even a modest increase can have a dramatic impact on profit.

3 Price Anchor: have you created a very high-priced offer to make your existing offerings seem highly valuable in comparison?

4 Drop Low-Priced Services: can you remove your lowest-price service so customers start buying your higher-priced options?

5 High Gross Profit Services: have you analysed the gross profit of each product or service? Could you focus your efforts on those with the best margin?

6 Done-For-You Services: do you offer a higher-priced, done-for-you option? Could you?

7 Bundle Your Products: do you bundle products and services together to create a high-value package?

8 Bundle Other Businesses' Products: do you bundle others' services in with yours to increase the sale price?

9 Minimum Order Quantity: is it appropriate to set a minimum purchase amount to be a customer, or to qualify for free shipping?

10 Upsell: do you add in warranty or service contracts at the point of sale?

11 Positioning: can you position more products or services at the point of sale?

12 Psychological Principles: do you leverage psychological principles in your sales process to maximise purchase value?

13 Scarcity: do you let clients know about genuine limited numbers, or limited time, before a deadline or price increase?

14 Exclusivity: can you make an experience more unique and exclusive so your customers will pay a premium?

15 Targets: are you setting targets for the average spend per client and measuring your progress? If not, this alone could increase your profit.

🎁 **BONUS RESOURCE**

Free Strategic Plan Template

As a thank-you for reading this report, I'd like to give you a FREE template of the Strategic Plan you can use in your business, the same one I use with my private clients.

To request it, simply email **kevin@profithive.com.au** with the subject line **"1PSP Template"** and reference this gift.

✎ **YOUR ACTION ITEMS**

Which of these strategies will you implement first to stop leaking profit?

1. ______________________________

2. ______________________________

3. ______________________________

BIG PROFIT LEAK #4

Not Maximising the Frequency of Purchase

Is it possible that your existing clients could buy more frequently from you? For the majority of businesses, the answer is YES. Too many businesses leak profits when it comes to having clients purchase more frequently.

Which of these FREE or low-cost strategies are missing from your business?

1. Ask to Rebook: at the end of every appointment or transaction, are you asking the client to book their next one?
2. Educating Clients: are you providing educational material that helps clients realise why it's important to return?
3. Subscription Model: are you offering a subscription or direct debit option?
4. Reminders: do you send reminders and follow-ups to prompt clients to re-book or repurchase?
5. Nurture: are you nurturing the relationship so you stay top of mind? What can you send them that would educate, entertain, or inspire?
6. Reactivation: do you run promotional campaigns to past and current clients to prompt them to repurchase?
7. Database Promotions: do you cross-promote relevant services of affiliate partners to your database?
8. Team Training: have you trained all customer-facing team members on your full range of products and services, so they can identify opportunities?
9. Client Events: do you run social gatherings or events for your top clients?
10. Auto-Renew: can you set your billing to auto-renew?
11. Targets: are you setting targets for the number of transactions per client and measuring your progress? If not, this alone could increase your profit.

✎ YOUR ACTION ITEMS

Which of these strategies will you implement first to stop leaking profit?

1. ____________________

2. ____________________

3. ____________________

BIG PROFIT LEAK #5

Not Managing Expenses Effectively

Is it possible that you are spending money on things that do NOT add value to your client? Could you be getting more for the money you spend? Most business owners think they have their costs under control, until we look closely. There is almost always significant profit hiding in this area.

Which of these FREE or low-cost strategies are missing from your business?

1. Re-Negotiate with Suppliers: when was the last time you asked for a better deal from your existing suppliers?
2. Comparative Quotes: did you get at least three quotes before making major purchases?
3. Budget: do you have a budget in place that will lead you to accomplishing your financial targets?
4. Finance Review: do you compare actual results to budget monthly, and adjust your behaviour accordingly?
5. Profit First: do you follow 'Profit First' principles and allocate profit to a separate account twice per month?
6. Tax Structure: are you set up in the most efficient structure to legally minimise the tax you're paying?
7. KPIs: do you measure the critical levers in your business so you can drive the right results daily?
8. Sublet Space: do you have any unused space you can let out to others?
9. Fire Customers: do you have high-maintenance, low-profit customers? What would happen if you let them go?
10. Team Engagement: do you regularly meet with team members to keep them engaged? Replacing staff is extremely expensive.
11. Team Recruitment: do you go through your network before running paid adverts or using recruiters?
12. Meeting Policy: do you have protocols to make sure meetings are efficient, effective, and only held when necessary?
13. Energy Efficiency: can you set up efficiency measures like motion sensors or programmable thermostats?
14. Customer Hours: have you reviewed your hours of operation? Would clients spend the same with you if you reduced them?

15 Staff Hours: have you reviewed staff hours to confirm they are fully necessary?

16 Automation: can any of your work be automated, saving time and money?

17 Stop: is there work you can simply stop doing? Sometimes activities that once added value no longer do.

18 Systems: have you systemised your processes? Doing so can outline inefficiencies and also makes it easier to delegate or outsource.

19 Virtual Work: could you work 100% virtually? This can save significant travel time and overheads.

20 Contractors vs Employees: do you need contractors rather than employees? That way you can scale costs up and down as needed.

21 Review Direct Debits: can you cancel all direct debits and add back only those that are genuinely necessary?

22 Banking: have you reviewed your debt facilities? Can you get a better interest rate or a deal with no fees?

23 Foreign Exchange: if you pay or receive money in foreign currency, can you get better transfer rates?

24 Payment Terms: can you receive payments via bank transfer and save credit card fees?

25 Trade Association: can your trade association get you better deals on products and services?

26 Buyers Group: can you join or create a buyer's group to leverage purchasing power?

27 Pay in Advance: if you have enough cashflow, are you benefitting from paying annually in advance for discounts?

28 Discount Codes: when buying online, can you find a discount code before you check out?

29 Vision & Mission: have you set a clear vision and mission for your organisation so the team is focused?

30 Cultural Values: have you clearly articulated your cultural values, and do you constantly refer to and acknowledge them?

31 Targets: are you reviewing costs monthly and comparing to prior months and to budget? If not, this alone could increase your profit.

✎ YOUR ACTION ITEMS

Which of these strategies will you implement first to stop leaking profit?

1. ______________________________

2. ______________________________

3. ______________________________

BIG PROFIT LEAK #6

Not Managing Time Effectively

Is it possible that you or your team are not as time-effective as you could be? Do you sometimes feel distracted or that the day gets away from you? If the answer is no, I want to hear from you, because you have a secret the rest of the business world is missing.

Which of these techniques are not being used in your business?

1. High-Value Focus: are you working on low-value activities that could be deleted, automated, or delegated to someone else?
2. High-Fun Focus: are you spending most of your time on activities that are fulfilling for you to do?
3. Automation: have you avoided automating tasks that could be handled by technology?
4. Delegation: are you delegating as much as you should be?
5. Virtual Assistants: are you leveraging low-cost, highly skilled virtual assistants?
6. Interns: are you leveraging free or low-cost interns to complete appropriate work?
7. Batching: do you batch similar tasks together to build momentum and minimise context-switching?
8. Prioritisation: do you prioritise your most important tasks first, and focus on those only?
9. Distraction-Free Time: do you have periods where you turn off all notifications and purely focus on deep work?
10. Pomodoro Technique: do you leverage time management techniques like Pomodoro to stay on task?
11. Regular Holidays: do you take regular holidays so you can relax, reset, and return refreshed?
12. Outsourcing at Home: do you outsource tasks at home to free you up for higher-value activities at work?
13. Default Diary: do you have a default diary that ensures the non-negotiables get taken care of each day and week?
14. Team Productivity: do you monitor the productivity and output of your team members? Focusing on this could be highly profitable.

🎁 **BONUS RESOURCE**

Free Default Calendar Template

As a thank-you gift, I'd like to give you a FREE Default Calendar Template you can use in your business. Your default calendar shows you what to do each hour of each day to be optimally effective, so you block the most important things as appointments with yourself.

To request it, email **kevin@profithive.com.au** with the subject line **"Default Calendar"** and reference this gift.

✎ **YOUR ACTION ITEMS**

Which of these strategies will you implement first to stop leaking profit?

1. ______________________________
2. ______________________________
3. ______________________________

BIG PROFIT LEAK #7

Not Managing Cash Effectively

Do you ever wish you had more cash? Do you sometimes wonder where it's all gone? Implementing the actions from the previous chapters will stop the profit leaks and boost cash levels. But there are also specific cash maximisation strategies that most businesses overlook.

Which of these cash strategies are NOT being used in your business?

1. Unused Assets: do you have any assets that are not being used? Could these be sold?
2. Underutilised Assets: do you have assets that could be repurposed for higher yield?
3. Inventory: do you have an excess of inventory taking up storage space and tying up cash?
4. Debtors: do you have customers holding onto your cash for too long? Do you have a prompt payment process?
5. Billing: are you billing your clients fast enough? Do you need to improve your processing of invoices?
6. Advance Payment: are your clients paying you in advance of doing the work?
7. Supplier Terms: are you paying your suppliers quicker than your payment terms require? Can you take longer or agree better terms?
8. Investing Excess Cash: are you sitting on excess cash that should be working harder for you?

✎ **YOUR ACTION ITEMS**

Which of these strategies will you implement first to stop leaking profit?

1. ______________________________

2. ______________________________

3. ______________________________

NEXT STEPS

Put It All Together, and Take the Handbrake Off

These seven 'Stop Leaking Profit' Strategies are the building blocks for sustained success in your business. Even small improvements in each area compound into significant, lasting profit growth.

But to make these improvements a reality, you've got to do more than read about them.

You've got to act.

Create a specific, itemised action plan. Start with the three items you identified at the end of each chapter. Implement them. Measure the results. Then go back and pick the next three.

And if you'd like help identifying exactly which leaks to fix first, and how to fix them quickly, that's exactly what I do.

📝 **Apply for a complimentary 1:1 Profit Session — I review every application personally:**

freedomshift.profithive.com.au/apply

Your Profit Clarity Session isn't a sales pitch. It's a focused, no-obligation strategy conversation where I'll help you identify at least $100k in profit improvement opportunities in your business, specific to your situation.

The choice is yours. You can keep doing what you've always done. Or you can take the handbrake off and let your business finally perform at the level you know it's capable of.

If you're ready to see incredible results in your business and life, let's talk.

To your success,

Kevin Bees

Founder, ProfitHive | Australia's Leading Profit Maximisation Expert

PROFIT HIVE