

SHIFT Book Club Session 2

TACTIC #2: Re-Margin Your Business PART 1
(p. 29-36)



Self-Reflection:

1. In what areas of my business am I seeing opportunity for efficiency and fixes as the market shifts?
2. What dollar amount do I expect to receive for each dollar I spend?
3. Every expense is an investment. How do I plan to track the return on investment for the variable and fixed expenses within my business?
4. What am I spending money on today that isn't producing the results I desire? What actions am I going to take to remove those expenses?