

SHIFT Book Club Session 3

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

Self-Reflection:



1. Which variable and fixed expenses in my business are expendable? Which will I cut? How much income will that add to my bottom line?
2. Which lead generation expenses provide the highest return for my business? Which provide the lowest? Where do I plan to invest my time and money so I both thrive and survive?
3. What positive financial habits do I need to build in order to prosper?
4. Looking ahead, in what other ways do I plan to protect my profit margin?