

HIDDEN PROFIT MAP

MY HIDDEN PROFIT NUMBER

Annual revenue × 10% — write it BIG. Circle it.

\$

MY WEEKLY NUMBER

That number ÷ 52 — what waiting costs you, every week.

\$

TERRITORY ONE

THE UNTAPPED AUDIENCE

Offer Layer: The First Yes

TERRITORY TWO

THE MONETIZATION GAP

Offer Layer: The Full Relationship

TERRITORY THREE

**RANDOM ACTS OF
MARKETING**

Offer Layer: The Compounding System

AUDIENCE

COLD

AUDIENCE

WARM

AUDIENCE

HOT

1

4

7

2

5

8

3

6

9

Profit is built on **SYSTEMS...** not hope.