

Successful Company

BEST BUSINESS PODCAST with MICHAEL JAMES

Growing a successful company is like raising a plant. You need to give it the right amount of attention, nutrients, and love, and it will grow into a strong and healthy entity. But just like plants, companies can be finicky and unpredictable, and sometimes you'll need to prune away the dead leaves or adjust the lighting to help it thrive.

Building a successful company takes a lot of hard work, determination, and a little bit of luck. You need to be willing to take risks, pivot when necessary, and stay focused on your goals. And just like any good gardener, you need to be patient, adaptable, and willing to learn from your mistakes. So roll up your sleeves, grab your gardening tools, and let's start growing a thriving business together.

The Best Business Coach Activity On Growing A Successful Company

Activity 1: Cultivating a Strong Foundation

What is your company's mission statement? Is it clear and concise? Does it align with your values and goals?
Have you identified your target audience? Who are they, and what are their needs and pain points? How can you address them?

Have you established a unique brand voice and visual identity? Does it set you apart from your competitors and resonate with your audience?
Activity 2: Nurturing Growth and Adaptability
How do you measure success? Have you set measurable goals and benchmarks to track your progress?
Have you identified potential roadblocks or obstacles to growth? How can you address them proactively?

How do you stay agile and adaptable in a constantly evolving market? What steps do you take to stay ahead of the curve?
Activity 3: Pruning for Optimal Performance
How do you identify underperforming areas of you business? Do you use data analysis and feedback from customers and employees?
How do you make tough decisions, such as cutting costs or pivoting your business strategy? What criteria do you use to evaluate options?

to you have pilities?
ents ognition
culture ated? nwork and

How do you plan for long-term success and
sustainability? Do you have a strategic plan in
place for the future of your company?

What You Will Learn from the Activity

Congratulations, you've completed the Growing A Successful Company activity workbook! Remember, just like a garden, a successful company requires ongoing care and attention. Use the insights and strategies you've gained from this workbook to continue nurturing and growing your business.



DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

Daryl Urbanski is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.











SUGGESTED TOPICS:

8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- Flexible Strategy Development
- 3. Marketing Strategy
 - Brand Integrity & Trustworthiness
- Corporate Social Responsibility
- 4. Market Intelligence
 - Top 10 Solution Providers
- Emerging Technology Trends
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence
 - Data Analytics

FEATURED ON













Daryl Urbanski on using automation to grow your business



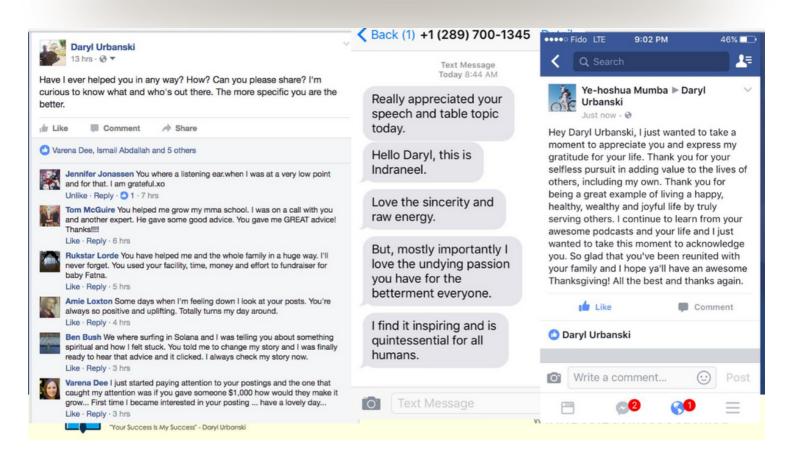


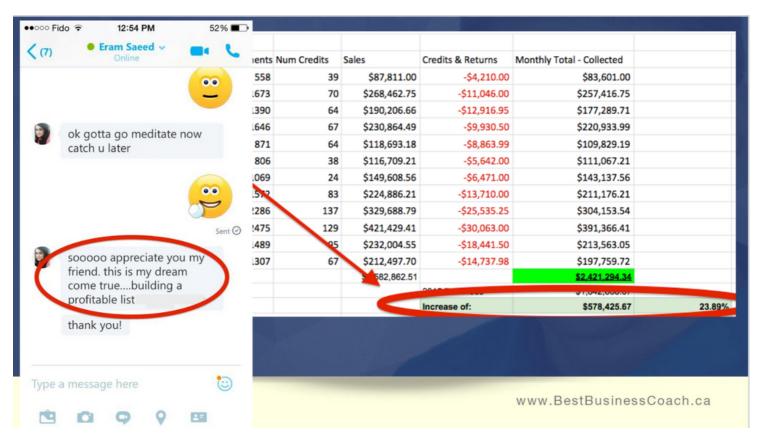


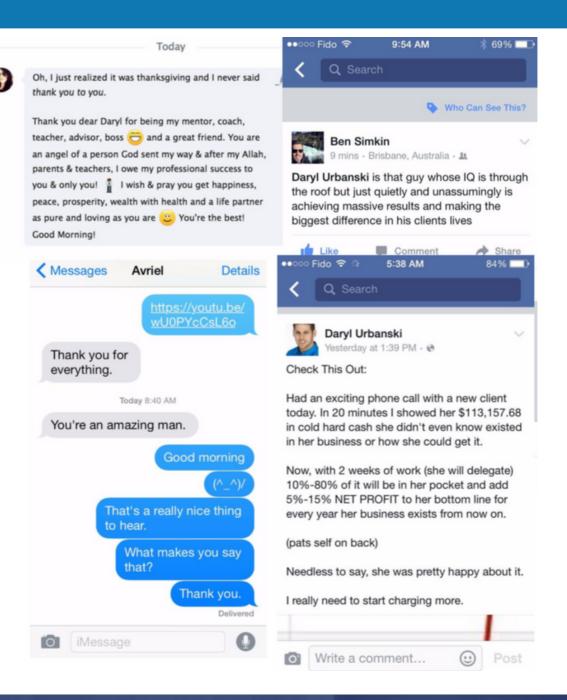




Who is Daryl Urbanski?







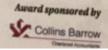


Young Entrepreneur Award

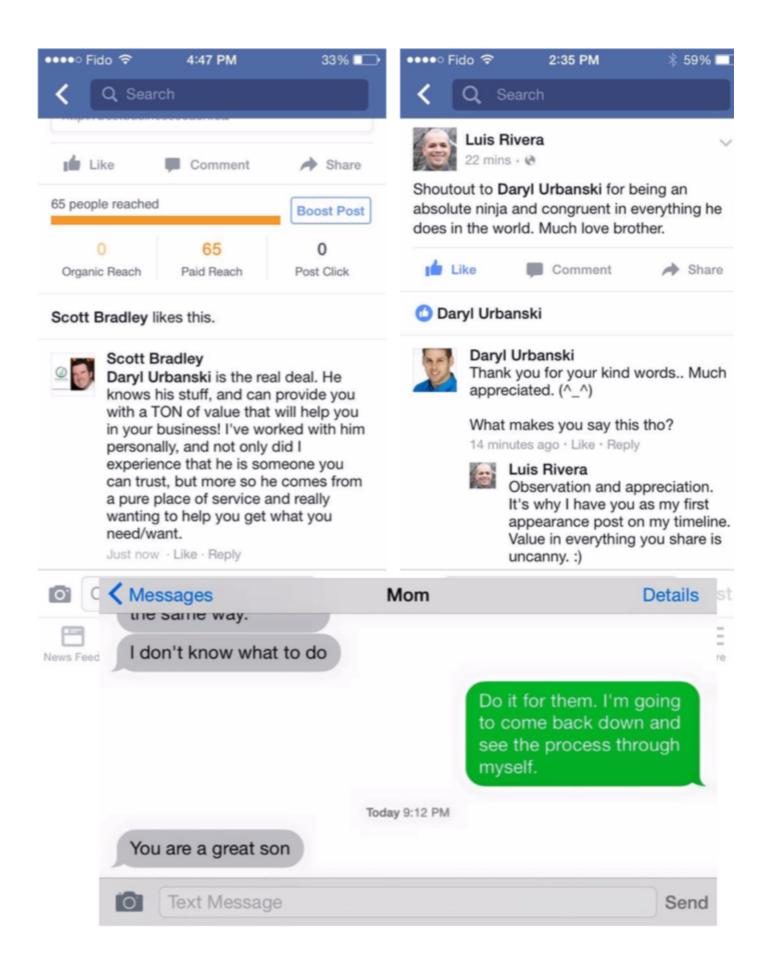


Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.







Case Study

<u>Turning \$50,000 USD into \$212,484 USD with paid ads and automation</u>

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

Objectives

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item.
 Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Rep	oort					
	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127	\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,754
Week of June 27	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,815
Week of July 18	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409	\$0	\$197	\$48,494
Week of Aug 15	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,494
Week of Aug 22	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,494
Week of Aug 29	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,666
Week of Sept 5	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,127
Week of Sept 12	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,776
Week of Sept 19	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,973
Week of Sept 26	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,370
Week of Oct 3	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,370
Week of Oct 10	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,764
Week of Oct 17	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,318
TOTAL	\$156,165			\$56,318		
		Total:	\$212,484			



Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

Love · Reply · 15w





Darren Veerapa Niiiiiiiice!!!

Love · Reply · See Translation · 15w



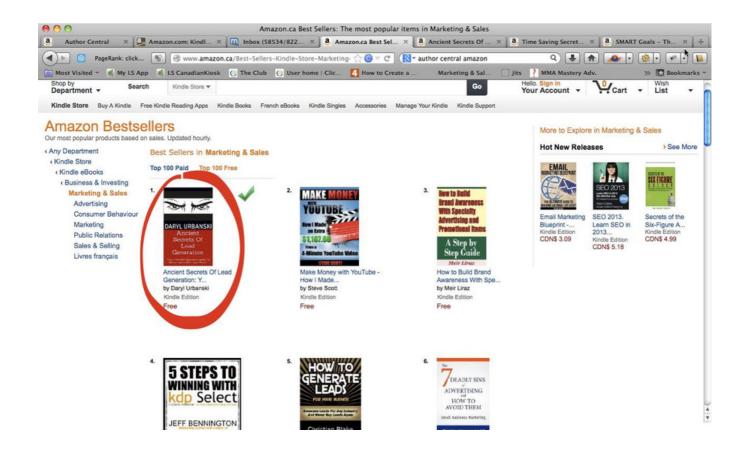
Ed O'Keefe This is a great post Daryl Urbanski!!! Amazing

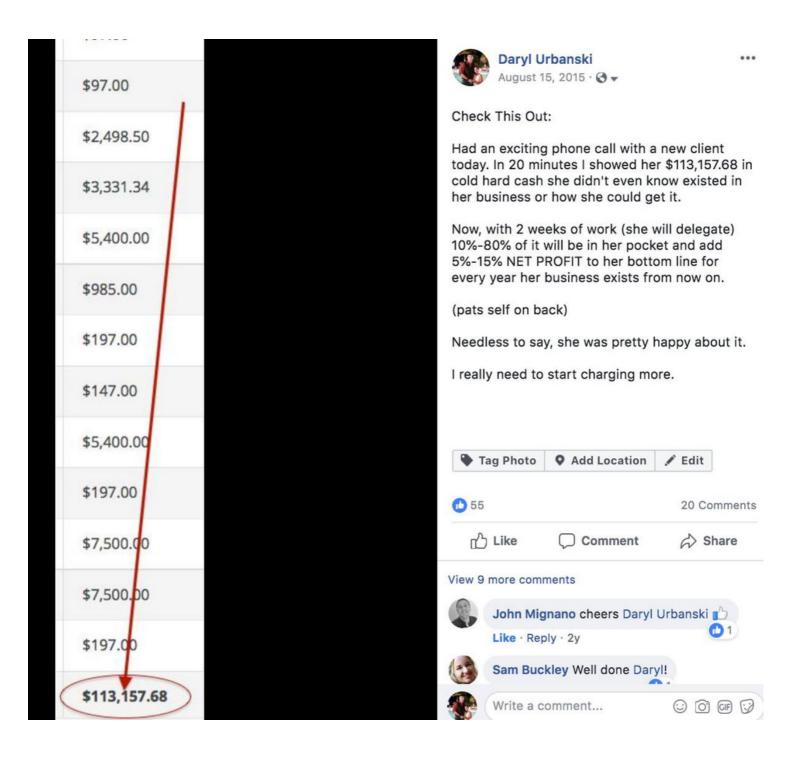
Love · Reply · 15w





> Daryl Urbanski replied · 1 Reply





CASE STUDY

Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

Objectives

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around
 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

Doubled the ad spending using the profit from the week before.

Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

Why it was smart to work with us

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

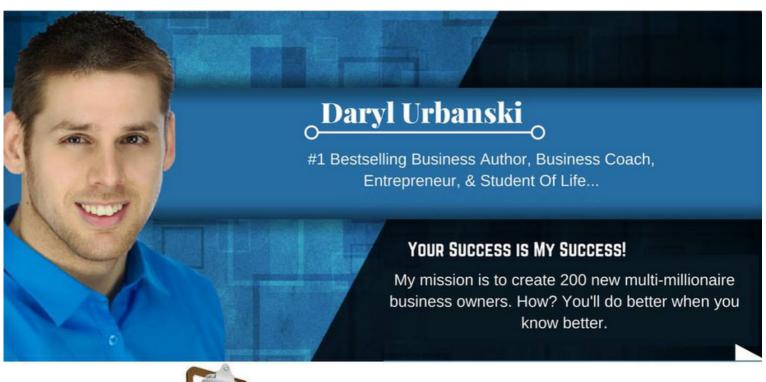
◆ Listen to Daryl's interview with Kent Martin about how they grew the business: https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/.



Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...











For more helpful articles, visit our website.

www.bestbusinesscoach.ca

You can also follow us on:

- **Best Business Podcast**
- Daryl Urbanski
- in Best Business Coach
- @skillsforsuccess
- <u>@darylurbanski</u>