

"Your Success Is My Success"
-- Daryl Urbanski



Zero to \$100,000 per month & how you can try to do it too – with Kim Barrett

This workbook draws from a podcast interview with Kim, a successful entrepreneur who once closed \$600,000 in sales in a single day. Inside, we delve into her unique strategies, including a transformational focus on conversions over leads, effective time management, and the immense impact and value of mentorship.

These insights are not only critical for entrepreneurs and marketers but also beneficial for anyone seeking to improve their business acumen and overall productivity.

Quote to Remember From the Interview

"You have to be comfortable getting other people uncomfortable so they feel the pain." –
Kim

What You'll Learn from the Activity

By engaging in the following activities, you'll get a chance to reflect on Kim's tips and their relevance to your life or business situation. The goal is to assimilate this knowledge in practical ways that will ultimately help you boost productivity, navigate business, adopt new strategies, and understand the essence of a successful enterprise.

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Activity

In your own words, summarise Kim's sales strategy.

Reflecting on Kim's focus on conversions over leads, how could you reframe your business or marketing approach?

What decisions, though uncomfortable, could lead to growth in your business according to Kim?

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Who are your mentors, and how have they helped you in your journey?
Share an instance when mentorship has helped you overcome a challenge.

How important is mentorship in entrepreneurship? Write down your thoughts.

Think of a situation where you had to put in long hours of work like Kim (12-13 hours). How did you manage?

Has there been a time in your business or personal life where effective management of your team led to increased productivity?

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Consider Kim's advice on productive hours. How can you apply it to your situation?

True or False: Discomfort can lead to growth.

List down three assets that you think can convert a prospective lead into a buyer.

Why is focusing on conversion more crucial than focusing on leads? Share your perspective.

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Look at Kim's quote again, "You have to be comfortable getting other people uncomfortable, so they feel the pain." In what way can this be applied in a sales context?

What are some barriers that may prevent your leads from committing to a conversion?

What steps can you take to overcome these barriers?

How would your business change if you doubled or tripled your conversion rate?

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Quote completion: "Even that gave me a bit of a breakthrough just having to come up with _____."

How does Kim's approach to time management resonate with you?

Identify three strategies you can adopt from Kim's time management approach.

Multiple choice: Which book does Kim mention on time management? A) "Time Management for Entrepreneurs" B) "The 4-Hour Work Week" C) "Eat That Frog"

Rate your current productivity level on a scale of 1-10.

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How can you improve this rating by implementing Kim's advice?

Identify a mentor or an expert who can guide you in improving your sales strategy like Gulliver Giles and Leela Costgrove did for Kim.

Write a letter to your future self, including what steps you'll take to focus on conversions over leads, how to manage your time for maximized productivity, and the importance of mentorship in your journey.

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Reflecting on everything you've learned, summarize the biggest takeaway and the exact steps you plan to take in the following week.

Picture yourself in Kim's shoes for a day. What would you do differently?

Practices for maintaining balance during long work hours, according to Kim
The three biggest obstacles in your current sales strategy
How you plan to overcome these obstacles

1. _____

2. _____

3. _____

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Progress plan: Establish a timeline, breaking down the steps to improve your conversion strategy and time management from now and for the next six months. Write down the actions you will take each month.