

UP YOUR HUSTLE

& Support Your Heart

“The dream is free,
but the hustle is
sold separately”

Everybody has dreams, no matter how modest. Dreams are great. Dreams are inspirational. But not everyone takes them from fantasy into reality.

Are you holding yourself back in business? If you're ready to step up and grow your business, here's how to up your hustle and support your heart.





1. KEEP IT SIMPLE

We humans have a tendency to overcomplicate things. Your business name, your tagline, the benefits of what you do, and your unique value should be easily understood. Confused people don't take the time to figure it out. They walk away.

But this doesn't only go for your marketing and promotions. What about your actual products and services? What about your prices? Confused people don't take the time to weight up their options, consider your pricing structure and make an informed decision. They leave.

I'm not for a moment suggesting you change your products and services. I'm simply talking about how you offer these for purchase. Make it simple. Streamline your pricing – no, even simpler than that. Cut out the amount of variants on offer. Cut down the number of actual things for sale.

Not only does this make the act of doing business with you far easier on your clients, it'll make marketing easier and cut your administration significantly. You can spend your extra dollars and time on a holiday. (Thank me later.)

2. Have premium products

Your premium products serve many purposes beyond increased profitability. They allow your clients to enjoy a deeper, more fulfilling experience of your business. This strengthens your client retention rate (which cuts down on your marketing costs), increases the likelihood that the client will have an awesome experience (which means raving fans and more word-of-mouth referrals), and is likely to be far more enjoyable for you (and your staff if you've got them) to create and deliver. Happy you equals happy business. Finally, your premium products make your other products appear much better value.



3. Sell in packages rather than singularly



Packaging your products or services is not about offering a group discount for multiple purchases. It's about making your clients' lives far easier because you've given them everything they require to have an awesome time in just one purchase. Further, if your package involves multiple visits to your business, your clients are likely to get far more out of it than a singular visit, which means they're happier, more enthusiastic, and referring more business to you. Good for your bank balance, good for your clients.

4. Keep your leads coming

I hear a lot of business owners expressing that they don't want to email their clients if they've got nothing to sell – it feels like they're bothering them. But the person who only ever gets in touch when they want something from you becomes pretty annoying pretty quickly. Your marketing should be regular and consistent, regardless of whether you've got a promotion on. Content marketing is about offering value first – giving first – and asking later. When your marketing focuses on delivering regular, useful, valuable and relevant content to your community, your leads are informed and committed. Plus, they're regular. They know you because you've taken the time to develop a rapport. They don't need to be sold to – they just need to be asked to buy.





5. PARTNER UP

Combining marketing dollars, databases, and networks in a joint promotion with a complimentary business is smart use of resources. You'll reach a far larger crowd, grow your own database, and offer variety to your existing clients. Done well, partnering up is a win for all concerned.

6. Keep learning

Being in business for yourself is one of the most intensive forms of self-development you can do. You'll need a hundred new skills, you'll become very familiar with your strengths and weaknesses, and you'll experience massive frustrations and setbacks as well as times of momentous satisfaction. It can get lonely and you may feel like you need to figure out absolutely everything yourself. Ongoing learning such as the Hustle & Heart group program, will not only accelerate your business growth by increasing your skills and knowledge, it will overhaul your perspective, reignite your enthusiasm and reintroduce a sense of fun into your business.

7. Focus on your plan

It's easy to get distracted in life and in business so we need a plan to focus our energy and attention. There's no such things as a right or wrong plan – it can be as detailed or simple as you like – so long as you commit to it. Planning without commitment is just extended procrastination. Distractions and procrastination are a killer for your business. Having a plan will help you regain your focus quickly when you are derailed. When we can visualise what we want and translate this into an actionable plan (with deadlines!) we are half way towards getting it.





Hi! I'm Brook.

I'm a digital marketing trainer and business coach with more than 15 years' experience in digital communications. Having worked in small business my entire life, and with my father running his own PR consultancy, I well understand the challenges that business owners face. We develop diverse skills to juggle multiple roles, and it's common to feel overstretched and, sometimes, overwhelmed.



Many of us start businesses because we want more freedom or need flexibility, only to find the popular propaganda about entrepreneurship far removed from reality. Or, we're driven by a strong sense of purpose to start our own thing, but find ourselves challenged by lack of funds and support. There's a better way to work - where we can enjoy what we do while making good money, without being forever yoked to work.

I started my own digital marketing business back in 2008, and by 2012 I was ready to change the way I worked. I created more efficiency and leverage in my business, clearer boundaries for my time, and a business plan that reflected my values, desires and vision for a better world of business. This led me to launch face-to-face marketing courses for business owners across Australia, online one-to-one business coaching, and my flagship business marketing program, Hustle & Heart.

The brave new world of business is generous-spirited, lean and agile. Twenty-first century business owners need to be bold – and that's where the Hustle & Heart program comes in. The program covers creative communications, digital marketing, public relations and simple, sleaze-free sales, to enable business owners to stop reacting and start leading.

Your values and integrity are key to defining your business difference. Working for yourself can be far more impactful, profitable, joyful and satisfying. When we apply hustle and heart, we do our best work.

Learn more: www.hustleandheart.com.au

