

How to Double Your Profits Every Two Years and Get More Time Off



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Is it really possible to consistently grow your bottom line and work less at the same time?

Blindly trusting such a bold claim would be naïve at best.

But writing it off as impossible (without a closer look), could on the other hand turn out to be one of the most costly mistakes of your life (potentially robbing you of a great deal of future wealth and freedom).

So let me lay out the strategy for you.

And then you can see for yourself if it makes sense and if it could work for you.

Fair enough?

Good.

The strategy itself is very simple.

But the devil is in the detail.

So to give you the best possible chance of being able to implement it successfully (and get actual results), I have to cover a little theory first.

But rest assured that every single sentence in this report is there for a reason.

And that each concept builds on the last to deepen your understanding and maximizing your chances of success.

So do yourself a favor and read this report from cover to cover.

(You'll thank me later).

Here's what we are going to cover:

- The key to making more and working less
- The most valuable work on planet earth
- The only 2 things you need to understand to grow a business
- How Team Sky won Tour de France and how you can use the same strategy to grow your profits and leave the competition in the dust
- The math behind doubling your profits every two years

As you can see we have some ground to cover.

So get yourself a nice cup of coffee, make yourself comfortable and get ready for a ride that could fundamentally change how you think about and approach business.

Ready?

Then let's jump right in...

The Key to Making More and Working Less

Most “productivity experts” will teach you how to cram even more stuff into an already crowded work schedule.

But that’s completely insane.

How could more ever be the solution to too much?

You only look to productivity when you already have too much on your plate, but aren’t getting the results you want.

And the assumption is that you just need to do a little more.

But the real solution isn’t doing more, but doing higher value work instead.

(Hint: the richest people in the world don’t have more hours in a day than you do).

And ironically what’s keeping you from doing high value work is doing too much low value work.

(If you have dirty water in your cup, you have to empty it, before you can fill it with Champagne).

So anyone teaching you to do more in less time is doing you a huge disservice.

What you need to do instead is find out what your highest value activities are and then ruthlessly get rid of all the low value activities keeping you from the important work.

To get started, take a look at the work you do during a typical month.

Categories the different types of activities you do.

Estimate how much time you spend on each activity per month.

And determine the value of each activity (you do that by determining how much you make per hour from each activity or how much it would cost to get someone else to do it).

Now add it all up (activity1 x value x hours/mo + activity2 x value x hours/mo etc.)

What you get is an estimate of the value of your work per month (and if you divide it by the number of hours you work per month, then you’ll get your hourly rate).

To improve those numbers, just:

1. **Eliminate** as many low value activities as possible (if an activity isn’t getting you closer to your goals and it isn’t necessary, then it’s actually keeping you from your goals).
2. **Automate** as many of the remaining activities as possible (if an activity can be accomplished without your involvement, then you get more time for high valuable activities and/or more time off).

3. **Delegate** as many of the remaining activities as possible (if you can pay someone else less than the value of the activity or less than the value of your time, then you'll make more in less time by delegating it).

If you do that, you end up doing only high value activities that can't be automated or delegated.

And your hourly rate will explode.

So if you want to double your income while working only half as much.

Then you just have to quadruple your hourly rate.

And that shouldn't be too hard, if you get rid of some of all the busy work that most business owners spend 80% of their time on (several studies of Fortune 500 CEO's concluded that they do less than 1 hour of productive work per day) and instead start doing more of...

The Most Valuable Work on Planet Earth

The majority of the wealthiest people in the world today have amassed their fortune in one generation.

And they didn't do it by putting in that many more hours than everybody else.

What they did instead was to leverage their efforts by growing a business.

The key word here is **leverage**.

And as a business owner you have much more leverage than anybody else because you have people and systems working for you (so your output isn't limited to your own production).

And that makes another level of productivity available to you.

If you work inside your business there are four types of activities you can do:

1. Unproductive time (surfing the web, socializing etc.)
2. Operations (stuff that has to be done to keep the business running like bookkeeping, cleaning etc.)
3. Fulfillment (delivering the products and services your business provides)
4. Revenue generation (sales, marketing etc.)

But as a business owner you also have the option of working on your business (growing it and making it more profitable) instead of just working in it.

And that's the highest paid work on this planet.

Here's why:

By growing the bottom line of your business you speed up your wealth generation in two important ways.

Let's say you increase your profits by 10%.

Then you'll have 10% more profit coming in going forward (and more money coming in makes it a whole lot easier to make a big pile).

Plus you set yourself up for a bigger payday if you ever decide to sell your business.

Why?

Because the value of your business is directly proportional to the amount of profit it generates.

If that wasn't enough, the next time you do something to make your business more profitable; it adds to what you already have (increasing your profits and the value of your business even further).

And growing a business is easy.

You just have to know...

The Only 2 Things You Need to Understand to Grow a Business

Have you noticed how some businesses always grow while others seem to be stuck and don't get anywhere?

You have?

Good.

Now, would you like to know why and how to use that knowledge to get more customers, sales and profits in your business?

I thought you might.

So that's exactly what I'm going to tell you.

Working with clients I've noticed that most small business owners are really good at what they do, but they aren't necessarily experts in sales, marketing and business development.

Fortunately that doesn't have to be a problem – because you only need to understand two things to grow a business.

First of all you need to understand what a business really is.

Maybe you already do, but you'd be surprised if you knew how many (otherwise intelligent and successful) business owners who don't have this fundamental understanding.

From a philosophical perspective your business is tool – a value generating system that you can use to create and maintain the life you really want (or at least that's what it should be).

But from a more practical point of view, your business is a **sales system** (a good one if it's profitable and a bad one if it isn't).

And that leads directly to the second thing you need to know.

When you understand that your business is a sales system, then you can look at it from the outside and see that it (like all other systems) consists of a collection of interacting elements.

And then you can start to optimize your system by adding, removing, changing or rearranging the elements.

I hope you understand the value of what I just told you.

For even if system optimization doesn't sound sexy, it should peak your interest, when you realize that it's the key to getting more customers, sales and profits – with little or no extra cost, time, effort or risk!

Let me explain what I mean.

You pay the same for your ads, whether they generate 0, 10 or 100 new customers...

It costs the same to generate leads, whether you convert 1%, 5%, 20%...

Your fixed costs are the same whether you utilize 10%, 50% or 100% of your capacity...

It requires the same amount of energy to get a sale, whether it is for €100, €200 or €1,000....

And it costs the same to get new customers, whether they only buy from you once or they keep coming back and become loyal customers for life...

I could go on, but I think you get the point.

What I'm trying to tell you, is that you can get much more out of the money, time and effort you already invest in running your business, if you improve your sales system.

And every time you "work on you business" instead of "working in it", you make your business work a little harder for you (and over time that can really add up).

Let me illustrate the concept with the story about...

How Team Sky Won Tour De France and How You Can Use the Same Strategy to Grow Your Profits and Leave the Competition in the Dust

In 2010 Team Sky (a professional cycling team) was created.

And general manager Dave Brailsford set out to win Tour de France (the greatest bike race in the world) in 5 years with a simple strategy called "the aggregation of marginal gains".

Here's how he describes the strategy:

"The whole principle came from the idea that if you broke down everything you could think of that goes into riding a bike, and then improved it by 1%, you will get a significant increase when you put them all together"

Dave and his team started optimizing all the things you'd expect:

- The wind resistance of the bikes

- The nutrition of the riders
- The weekly training program
- The weight of the equipment
- Etc.

But they didn't stop there.

They searched for small improvements everywhere they could think of and started optimizing things like:

- Finding the pillows that offered the best sleep and bringing them with them to the hotels
- Testing massage gels to find the most effective type
- Teaching the riders how to wash their hands to avoid infection

And so on.

As I mentioned, Dave thought it would take them 5 years to be in a position to win Tour de France.

But he was wrong.

It only took 3...

And they have won it every year since (with two different captains) except in 2014, when Chris Froome had to leave the race after a crash (2012 – Bradley Wiggins, 2013 – Chris Froome, 2015 – Chris Froome and 2016 – Chris Froome).

Now to the important question:

How can you use this strategy to grow your profits and leave the competition in the dust?

It's simple really.

Just identify all areas of your business that affect your bottom line and start improving them.

And to avoid stabbing in the dark, measure everything you do and test different approaches to know with certainty what works and what doesn't.

If you take this to heart and implement it, you will run circles around your competition in no time.

Because they are most likely going to keep doing what they always have (and what everyone else in the industry does).

And they aren't going to get excited enough about 1% improvements to do anything about it (because they don't know what you do).

So they'll keep getting the same results.

While your business slowly but surely starts to pick up momentum.

And when they notice your results they will be so far behind that they won't be able to catch up even if they adopted the same strategy (Team Sky is still winning even though the competition knows what they are doing).

Now let's wrap this up.

So far I've shown you how to identify and get rid of low value activities (by elimination, automation and delegation) so you get more time off and more time to work on high value activities.

I have shown you why growing your business, is the highest paid work on this planet (because you use leverage to speed up your wealth accumulation).

I have told you what a business really is (a sales system) and given you the key to growing it (system optimization).

I've told you about the strategy of "aggregated marginal gains" and how you can use it to grow your profits and leave the competition in the dust.

And now it's time to tie it all together and show you...

The Math Behind Doubling Your Profits Every Two Years

If you start consistently improving every aspect of your business then you'll notice some improvements only take a few minutes to implement while others take months.

And you'll notice that some improvements only increase profits by a fraction of a percentage while others have major impacts on your bottom line (I've seen single improvements more than double profits).

But the important thing isn't the result of a single improvement, but the compound results you get over time by adding up all those small improvements.

Let's say for instance that you manage to increase the amounts of leads you get one month by 10%.

The next month you increase your conversion by 10%.

And the third month you increase the average value of the transactions by 10%.

The result?

A 33,1% improvement – not just 30% (the math is $1,1 \times 1,1 \times 1,1 = 1,331$).

Why?

Because the improvements build on each other and your business starts to grow exponentially.

And over time all those small improvements will really start to add up.

But you actually have one more thing going for you.

Because the revenue you add by making these improvements will be much more profitable than the revenue you already generate.

You are paying for advertising, employees, buildings etc. no matter if you use at 60%, 80% or 100% capacity.

So your overhead is fixed (until you outgrow your current setup) and it's only the cost of sales that goes up with the new revenue.

And now to the big question:

What does it actually take to double your profits every two years?

Drum roll please!

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(That was supposed to be a drum roll...)

You only have to increase your profits **3% per month** (not a very ambitious goal if you really focus on it) to double your profits every two years!

Here is the math:

Two years is 24 months and if you grow something by 3% 24 times you end up with 203% of the original ($1,03^{24} = 2,03$).

And if you keep going another two years you'll quadruple your profits ($1,03^{48} = 4,13$).

Two years later your profits will have grown more than 8 times ($1,03^{72} = 8,40$).

And 3% is nothing.

If you are ambitious you can do much more than that.

And if you fail miserably and only manage to do 1% per month, then you'll still double your profits in just under 6 years ($1,01^{70} = 2,01$).

(With 2% per month it takes three years – $1,02^{36} = 2,04$).

Not such a bad "worst case scenario", if you ask me.

The time is going to pass either way.

So you might as well grow your business, make more money and get more freedom to do what you want.

Here's what I want you to do right now.

First, go through your business systematically and brain storm ways to improve it.

Then pick one thing that will improve your bottom line and that you can implement today.

And implement it right now.

Why?

Because getting started is the hardest part.

And if you get a quick win, there's a much greater chance you'll keep going.

So go do it now!

And if you want my help, you can get it here:

<http://tuneseidelin.com/grow>

To your success,

Tune Seidelin

