

Welcome + Ice Breaker

- ❑ Welcome everyone to the “Profit Playbook” Webinar
- ❑ ICEBREAKER Questions + Tech Check: Let’s make sure the chat feature is working!
- ❑ We’d love for you to introduce yourself by responding in the chat:
 - What’s the NAME of your business
 - AND
 - Icebreaker: If you could watch a movie again for the first time, what would it be? (because it was THAT good)?



S. Alexander Nouveau

THE PROFIT PLAYBOOK: How to Get Sales Day 1

- ❑ Learn how to create a business plan that gets you sales on day 1. You will learn:
 - How to get a stampede of new customers that pay, stay, and refer.
 - The most expensive mistakes business owners are making and how to avoid them.
 - How to structure your business to attract your best customers and repel the folks you don't want.
 - How to make over 7-figures (\$1,000,000+) from your business.
 - How to stand out from the competition by creating an offer so good that customers would feel silly saying no to it.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ Before we get too far, I want to tell you a story.
- ❑ You may have heard this story before – it's about a traveling salesman and his missing cufflinks.
- ❑ Let's call the salesman Justin.
- ❑ Justin's had a really bad last few months.
- ❑ His wife was hit by a car and been in a hospital for the last 3 months.
- ❑ One of his 2 beautiful daughters was recently diagnosed with skin cancer.
- ❑ On top of all of that, his work as a salesman has been suffering.
- ❑ Between the doctor visits, being with his wife in the hospital, and caring for his daughters, Justin has been missing a lot of work.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ At first, his company was very patient... but as the months go by, his boss begins to start complaining about his performance.
- ❑ Justin isn't getting any new sales and he's making his boss look bad.
- ❑ The boss gives Justin one last chance to turn things around – he tells him – you either close this one last deal or we have to let you go.
- ❑ Justin, grateful for one more chance – travels to the middle of nowhere Arkansas to meet with the big client.
- ❑ And it's very important he closes this deal – because if he loses his job, he loses his family's health insurance.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ Justin arrives the evening before the big meeting with the client.
- ❑ He sets out everything he needs for the meeting on his bed – his suit, his dress shirt, shoes but there's something missing.
- ❑ He can't find his cufflinks. He's checked every suitcase pocket at least 5 times... but he still can't find them.
- ❑ It's a problem, because he always wears French cut shirts, and you need cuff links.
- ❑ He can't hide the fact that he's missing cufflinks – because his suits are designed to show them.
- ❑ And he can't use a paperclip because it would look horrible.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ Everything is on the line – tomorrow’s meeting must go perfectly, so he has to cufflinks. He can’t lose his job!
- ❑ Frustrated, he goes to the motel’s front desk and asks where he can find a store with men’s wear.
- ❑ The front desk tells him to try Sears, so he drives to Sears.
- ❑ When he gets there... they don’t sell cufflinks.
- ❑ The Sears employee suggests he try Kmart or Walmart.
- ❑ At this point, Justin is starting to get frustrated. It’s getting late and he still doesn’t have cufflinks.
- ❑ Tomorrow’s meeting is his LAST chance and he can’t let his family down.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ He tries several stores. No cufflinks.
- ❑ By the last store, Justin is starting to get aggravated and scared.
- ❑ He can feel his anger building - he's about to let someone have it.
- ❑ When the poor young girl at the last store says "No, sir. We don't have cufflinks." He interrupts her and doesn't let her finish.
- ❑ He gives her a 15-minute lecture of how crummy the town is and how everyone is a moron and how they're going to ruin his life and how important this sales meeting is and that he absolutely has to have the cufflinks to go with his French cut shirt and jacket.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ Finally, when he's done, the poor young girl responds...
- ❑ She says, "Well sir, I'm sorry that we don't have cufflinks... but sir, we have a lot of nice shirts with buttons on them that would work with your suit.... You wouldn't even need cufflinks with these shirts"
- ❑ Justin stops dead in his tracks.
- ❑ Hmmmm, that thought never occurred to him as a way to solve his problem.



S. Alexander Nouveau

The Missing Cufflinks

- ❑ You and I are not so different from Justin.
- ❑ As people, we get narrowly focused on ONE solution to ONE problem.... and we can't think creatively. We're stuck in box.
- ❑ That narrow focus slows us down and really hurts us. Especially if there's a better idea out there – like Justin's example – he could have just bought a new shirt.
- ❑ Everyone is here today because they want to build successful businesses.
- ❑ I want you to get focused on the result and open yourself up to new ideas on how to achieve your dreams – not getting suck on one solution that won't work like Justin.



S. Alexander Nouveau

About Me – Alexander Nouveau

- ❑ Before we get to everything, I'd like to introduce myself.
- ❑ My name is Alexander Nouveau. I built/operate 3 businesses – a executive branding service, a real estate lead gen company, and Nouveau Startups which helps service businesses scale by improving their operations and generating customers on demand.
- ❑ I was a bit of an odd child growing up.
- ❑ Instead of watching sports like the other kids, I was obsessed with businesses and investing.
- ❑ I read books about my hero, Warren Buffet, and would read anything to do with investing.



S. Alexander Nouveau

About Me - Alexander Nouveau

- ❑ In 2015, while sitting at a Starbucks (minding my own business), I was “picked up” by a girl who would later become my wife.
- ❑ (She DENIES picking me up, but I keep telling her that she sat next to me, it was her fault that I struck up a conversation with her 😊)



S. Alexander Nouveau

About Me – Alexander Nouveau

- ❑ A year into meeting her, I started to dream about our future.
- ❑ We wanted what every couple wants – a house, a family, a life worth living.
- ❑ But all those dreams cost money, a lot of money.
- ❑ Looking at my career, I didn't think I could get there at a 9-5 job, so I quit my job, started a few businesses.
- ❑ Some of them failed, some succeeded (story of executive branding service).
- ❑ I was like you (a score client) watching webinars just like this years ago.
- ❑ Now, I operate 3 successful businesses and consider myself a SCORE success story.



S. Alexander Nouveau

About You – Your Dreams

- ❑ And that brings us to you.
- ❑ If you're here today, you may be here for a variety of reasons. You may want to:
 - **EARN A DECENT LIVING:** You want to build a business doing something you love and make enough to be comfortable.
 - **BUILD A WORLDCLASS BUSINESS:** You want to build a large, global company and change the world, be wealthy, and give back.
 - **TO GAIN FLEXIBILITY**– 9-5 is hard when you have a family – having your own business lets you control your schedule but still earn a living.
 - **DREAM LIFE:** You have a dream, and your business should be enabling you to live it.



S. Alexander Nouveau

About You – Your Pains

- ❑ Running a business is HARD. I'll list out some common pain points businesses are facing.
- ❑ Respond in the chat if you've felt any of the following:
 - **Fear of starting, not sure what to do** – there are so many things to do and learn, you don't know where to even begin with a business
 - **You have a business and you're either FEASTING** (too many customers) **or having a FAMINE** (barely any) – there's no predictability and some months you earn nothing (\$0).
 - OR worse... **You're starving**. After paying your bills, there's barely anything left to live on.
 - OR... You're feeling **ANALYSIS PARALYSIS** – there's lots of options out there on what to do next, but you're not sure what to do next.
 - OR... **You feel STUCK** - you've tried a lot of different ideas, but your business has plateaued.



S. Alexander Nouveau

The Money Machine In Your Basement

- ❑ Let's start by talking about your money machine.
- ❑ Imagine for a moment that you had a machine in your basement, that printed money.
- ❑ Every day, like clockwork, it prints \$100 bills.
- ❑ These money machines come in all shapes in sizes.
- ❑ Some are very manual that require you to crank them 10 hours per day to work
- ❑ Others are automated and print out cash with minimal maintenance.



S. Alexander Nouveau

The Money Machine In Your Basement

- ❑ You own a money machine right now – it's your business.
- ❑ It requires inputs – like your time, customers, labor, materials.
- ❑ And it has a process which eventually prints \$100 bills.
- ❑ If you designed and operated the money machine the right way, it should be providing the money to live your dreams.
- ❑ Most money machines aren't designed very well – which means they don't make any money at all or make so little money it's not worth owning.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ I'm going to share a case study of 2 money machines – one run by Adam and another owned by Chloe.
- ❑ These 2 stories will show the difference the design and operation of similar money machines makes in success.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Adam worked hard as full-time employee for 10 years. He prided himself on being the go-to guy working late nights, weekends, and being available when needed.
- ❑ Three months ago, his company announced a restructure but promised that layoffs would be minimal.
- ❑ After 1 month, half of Adam's friends are laid off and Adam starts to worry about his job.
- ❑ His job steadily got worse in the next few months.
- ❑ His new boss starts micromanaging him. Every week he is required to put in an extra two hours during the week and work every Saturday. He's now putting in 60 hours.
- ❑ Frustrated, he tells his friends about his problems. They encourage him to open a business and become his own boss to escape the chains of 9-5.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Adam spends the next month planning his business. The dream of being his own boss inspires him to learn new things and get out of his comfort zone.
- ❑ He comes up with a super clever business name for his website design business and orders business cards.
- ❑ In 2 months, he's invested \$8,000 of his savings into starting his business.
- ❑ He tells all of his friends how excited he is to start his business and if they need a website that they should call him.
- ❑ Gleefully, he gives his boss two-weeks notice and crosses off the days until he opens his business.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Adam is NOW officially open for business. He wakes up excited and can't wait to check his email inbox for people needing websites.
- ❑ He wakes up at 5AM on his first day and goes straight to his email inbox.
- ❑ Strange, nothing is there – only a few spam emails about a Nigerian Prince.
- ❑ NO problem he thinks, customers will reach out sometime this week.
- ❑ The first week goes by and no one emails or calls.
- ❑ Another 6 weeks go by, finally has someone call him.
- ❑ When he quotes his price, the prospective client tells him that his prices are too high, and he can get the work done cheaper down the street.
- ❑ Desperate for any business, Adam panics and lowers the prices to win the work.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ At the end of the project, Adam divides the hours worked by what he was paid and realizes he only made \$5 per hour.
- ❑ 6 months go by, and Adam's savings account is starting to get very low.
- ❑ He's only had 6 customers and they've all been stingy on price, and he hasn't even made enough to cover the \$8k he put into the business.
- ❑ To pay bills, Adam accepts a part time temp job to get some money coming in.
- ❑ Things don't change and after 12 months... Adam is depressed, exhausted, and defeated... Adam closes his business.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Let's take a look at Chloe's story.
- ❑ Chloe dreamed about owning a business for years.
- ❑ Recently, she lost 60 pounds and finally fit into the dress she wore when she met her husband 10 years ago.
- ❑ After all that hard work, she thinks she can help other women who have STRUGGLED with weight loss feel comfortable and confident in their own skin.
- ❑ After watching a webinar called the "Profit Playbook" she decided that she wants to avoid the fate of other business owners who failed.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Instead of spending ANY time on business cards, website, business names, or investing ANY money into the business – she decides she wants to see if the business idea will work even work.
- ❑ So, what does Chloe do?
- ❑ She makes a list of who she thinks her best customer would be.
- ❑ She wants to help women in their 30s and 40s lose a life changing amount of weight.
- ❑ She wants them to feel beautiful in their own skins and wear that pair of jeans that makes their curves look great!
- ❑ She knows these women are tough, bad@\$\$ moms who have the DESIRE and MOTIVATION to make big changes in their lives.
- ❑ All they need is someone like Chloe to coach them.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Chloe makes it a goal to meet with her target group of women to listen and figure out what they need.
- ❑ During her research, she asks the women if they'd want to participate in a program she's putting together to replicate her once-in-a-lifetime weight loss journey.
- ❑ The customers listen to her story and decide to give her a chance. She sells the program for \$100 – even though it'll be valued at \$5,000 later.
- ❑ Now that she's sold the program, she gets to work designing the outline of what's to be learned and the things the students will do.
- ❑ 10 women signed up for \$100 each giving her \$1000 in sales before officially opening her business!



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Now that she has sales, Chloe does all the business setup in 1 day – basic website, business cards, LLC, other things.
- ❑ After she finishes the program with her initial clients, Chloe goes and sells another 10 programs at \$997 each for \$10K.
- ❑ By month 2, she has \$10K in sales with the goal of getting it to \$50K a month by month 6.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ What can we learn from Adam & Chloe?
- ❑ Lesson #1 – Do the important stuff FIRST and then the busy work later
- ❑ Many first-time business owners think that they must LOOK good before they can attract customers.
- ❑ That means they gotta have the perfect website, the best business cards, the coolest business name, and everything setup before they do anything.
- ❑ If this is you, it's 100% OK. I was like this when I started my business.
- ❑ But you have the ability to learn from my mistakes and be different.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Lesson #2 – Sell before you do anything.
- ❑ Most business ideas sound great on paper but fail terribly when executed. Chloe waited to make sure she found customers willing to pay her money before she did anything – which means SELLING first.
- ❑ I can't tell you how often business owners do the opposite – believing that people will just find them and buy the creative idea they have in their head.
- ❑ Again, if this is you – I did the same thing – so understand this is a 1st time business owner thing.
- ❑ When it comes to sales, on a scale of 1 to 10, how much do you like the idea of doing sales?
- ❑ You probably DON'T like the idea of sales. I KNOW the idea of selling something is scary to a lot of people.
- ❑ You have to ask yourself this – what's scarier – losing all your life savings on a business that doesn't work OR being uncomfortable and getting sales to prove a business works?
- ❑ Do you want to gamble EVERYTHING on a business idea without having people buy stuff? How would you feel if you lost everything and ended up depressed and exhausted like Adam?
- ❑ Not good! So be like Chloe!



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Selling before you build is counter intuitive than how most of you think about stuff.
- ❑ What most people do is they spend 3 months building something then hoping people will buy it or giving it barely a try to sell it.
- ❑ Think of it like this. We've all heard the phrase time is money.
- ❑ 3 months X 160 working hours = 480 hours
- ❑ If your time is worth \$100/hour. That would mean 480 hours X 100 = \$48,000 was spend in time (money) on an idea.
- ❑ Which would you rather do – spend \$48,000 on a business idea and hope it works or spend way few hours trying to SELL products/services first to CONFIRM it works?



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Lesson #3 – You need to have a way to get customers, or you will starve.
- ❑ Ask yourself this - If your money machine is missing a part that brings in customers reliability every month, how are you going to have a stable business?
- ❑ Probably not!
- ❑ You're either going to starve OR be in a feast or famine situation.
- ❑ It's hard to live comfortably when one month you make \$20K while others you make \$1K, or \$0 (NOTHING)
- ❑ Chloe avoided this by having a process to get new customers to sell to at higher price points.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Lesson #4 – Make offers so good that customers cannot refuse.
- ❑ When Chloe started, she knew that she didn't have any results or experience.
- ❑ She was open about that with her customers.
- ❑ But she shared her story, and she told her customers that she believed she could get them results.
- ❑ The \$100 the customers paid was LOW risk and also came with a 100% guarantee.
- ❑ There was nothing for the customer to lose, so they said yes.
- ❑ When you start a business, you need customers and testimonials.
- ❑ It's OK to work for free or low cost if it means you learn and grow over time.



S. Alexander Nouveau

CASE STUDY: Adam & Chloe

- ❑ Lesson #5 – Create a simple, written business plan that will get you sales day 1
- ❑ I lovingly call this “Plan the Work, Work the Plan”
- ❑ Lots of business owners create a plan to get funding that never gets followed.
- ❑ If you want to get sales and win customers, you need a plan to make that happen.
- ❑ The plan can be simple and easy to follow – you just need to have one.



S. Alexander Nouveau

Good & Bad Business Ideas

- ❑ The next thing we're going to talk about is how to determine if a business idea is a loser or whether it's a winner.



S. Alexander Nouveau

Opening a Pizza Stand

- ❑ The business idea has nothing to do with you, it has everything to do with your customers.
- ❑ Let me ask you this hypothetical question, posed by the legendary copywriter Gary Halbert.
- ❑ Let's say you decided to open a pizza stand – what would you want as your competitive advantage to stand out from competitors?
- ❑ Would it be best ingredients, lowest prices, best service?
- ❑ The best answers is none of those.
- ❑ The answer is a **STARVING CROWD**.
- ❑ A **STARVING CROWD** will pay anything for the pizza and there will be a huge demand for it.



S. Alexander Nouveau

Opening a Pizza Stand

- ❑ Let the question guide you.
- ❑ Ignore what everyone else is doing and look for customers who are desperate for a solution and will be willing to pay anything for it.
- ❑ Then, you have a winning business idea.



S. Alexander Nouveau

Opening a Pizza Stand

- ❑ Why? Because this is opposite of what most business owners do.
- ❑ Most business owners say “well, I have experience in this industry (let’s say plumber, hairdresser, website designer) and I’m just going to open up a business doing what I know”
- ❑ It works great if there’s a starving crowd.
- ❑ But what happens if there are 50 pizza stands and only 25 people who want to buy pizza? That’s 2 pizza stands for every 1 person that wants pizza.
- ❑ Most of the pizza stands are going to go out of business there’s not enough customers.
- ❑ Anyone here thinking about opening a business – the best advice I could give you is GO FIND THE STARVING crowd.
- ❑ If the starving crowd is a different industry or area, that’s OK. You can learn new skills to serve them!



S. Alexander Nouveau

How to Build a \$1,000,000 Business

- ❑ Some of you here just want to earn a decent living.
- ❑ Others want to build million-dollar businesses.
- ❑ So, I'm going to answer the question – how do you build a 7 or 8-figure business?
- ❑ It's quite a simple answer, really.
- ❑ You find the starving crowd and design the right type of money machine.
- ❑ Question 1 to ask - Which markets are growing, which industries are shrinking?
- ❑ If an market is shrinking (like newspapers) how hard will it be to build a 7-figure business? Probably pretty hard or near impossible.
- ❑ What if an industry is growing – like artificial intelligence? How fast did several of those companies grow to million-dollar or billion-dollar?



S. Alexander Nouveau

How to Build a \$1,000,000 Business

- ❑ So, again, the first thing you need to do is pick the right market with the right customer and make sure it's growing.
- ❑ Then you design your money machine to be scalable and to become a 7-figure business.
- ❑ Let me give you an example.
- ❑ If Chloe know she wants to grow to \$1M in sales, she asks herself the question – how many sales at what price point do I need to make \$1M?
- ❑ At \$5K per client, it would take her 200 clients a year! That's doable.
- ❑ It's 16.6 clients per month to get to \$1M – again, doable!
- ❑ She knows it takes 5 sales calls to get 1 client, so she would need to do 84 sales calls per month
- ❑ That's 21 sales caller per week to get the sales.



S. Alexander Nouveau

How to Build a \$1,000,000 Business

- ❑ That's about 4 sales calls per business day.
- ❑ Could you do 4 sales calls per day for 30 minutes to earn \$1M in revenue?
- ❑ Of course, you could! And you would have yourself a \$1M business.
- ❑ You can repeat this exercise with different types of business models.
- ❑ But the key is to plan it and see what you need to get to the \$1M mark.



S. Alexander Nouveau

The ONE Domino

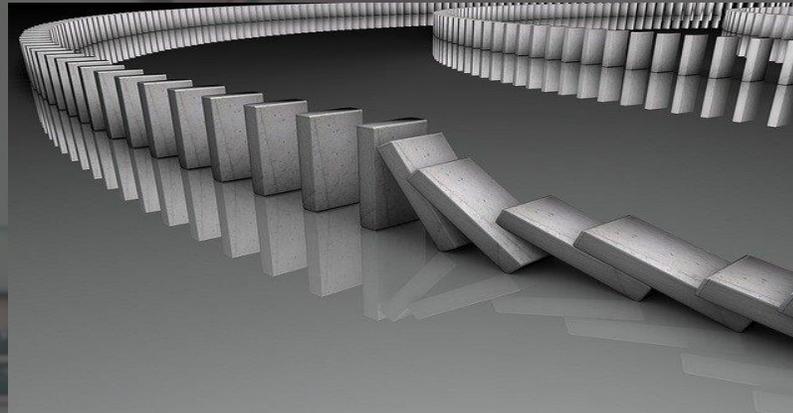
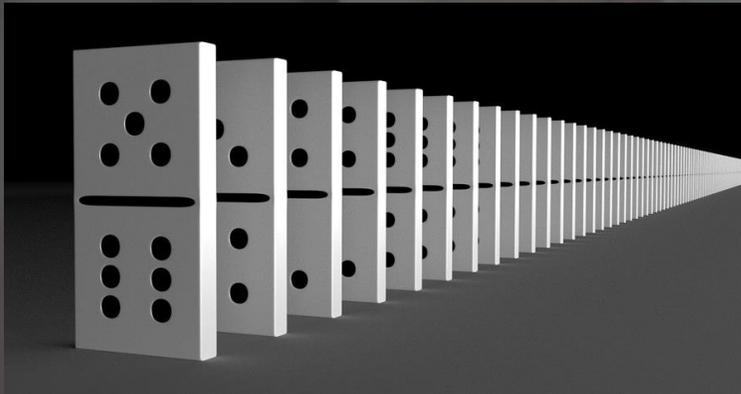
- ❑ The next thing we're going to talk about is a concept called the ONE DOMINO.
- ❑ It comes from Tim Ferriss, author of the 4-hour Work Week.
- ❑ At a conference, Tim Ferriss was asked about his morning routine.
- ❑ His routine was different than everyone else.



S. Alexander Nouveau

The Domino

- ❑ You can do the same for yourself.
- ❑ For you, what's the ONE DOMINO that will change the direction of your business?



S. Alexander Nouveau

The Domino

- ❑ To truly help you, I have to help you FIGURE out what that domino is.
- ❑ And KNOCK it over in a way where it will change EVERYTHING.
- ❑ Soooooo....what's the domino?
- ❑ I've given this a lot of thought actually.
- ❑ I've looked at the most successful people in the world.
 - Business gurus like Steve Jobs.
 - Allstar athletes like Michael Jordan.
 - Even great artists like Leonardo Da Vinci
 - They all have one thing in common



S. Alexander Nouveau

The Domino

- ❑ They ALL had MULTIPLE Yodas.
- ❑ For those non-Star War fans, that means they had several guides, coaches, and advisors – people who were in their corner.
- ❑ People who saw their potential and believed in them.
- ❑ People who took their raw talent and developed them into the best versions of themselves in the world.



S. Alexander Nouveau

The Domino

- ❑ They key I want to point out here is that they had SEVERAL mentors, not just one.
- ❑ You are going to need people who can guide on a wide variety of topics.
- ❑ You are going to need smart people who are world class in their area of expertise to guide you.



S. Alexander Nouveau

The Skyscraper

- ❑ Why do I say this?
- ❑ Because running a business is hard. Probably one of the hardest things you can do in life.
- ❑ I'll give you an example to show you why it's so hard.
- ❑ Imagine that you had to climb the stairs of a skyscraper that's 1,000 stories tall.
- ❑ At the top, you know that you will find a TREASURE CHEST that has all of your dreams inside of it.
- ❑ How long would it take you to walk up 1,000 flights of stairs?
- ❑ Probably a full 16-hour day and you would be exhausted.
- ❑ BUT, it'd be worth it because you'd win the treasure chest.



S. Alexander Nouveau

The Skyscraper

- ❑ Running a business is more complicated than that.
- ❑ Now imagine that there's 1 million of these 1,000-story skyscrapers..... but only 5 of them contain treasure chests.
- ❑ You still have to walk up each skyscraper to find the treasure chest.
- ❑ The PROBLEM is non-treasure skyscrapers might hurt you – you could lose money, lose financial security, lose relationships, have your reputation suffer, or your lost physical or mental health.
- ❑ You must CHOOSE the right skyscrapers to climb and each one still takes you a full day.
- ❑ How do you choose the right skyscraper? And....What's more likely to happen – you guessing right (only 5) or wrong (the other 999,995?)
- ❑ What if you guessed wrong for 5 years straight..... ? and you lost your life savings, your spouse, and your health started to suffer from the stress?



S. Alexander Nouveau

The Skyscraper

- ❑ There's an easier way to do it.
- ❑ Let's say that before you start searching for treasure, you assemble a trusted group of advisors to help you.
- ❑ By listening to them, you're able to narrow the list down from 1 million to 1,000.
- ❑ And instead of having to walk up the stairs, the advisors show you the secret elevators that get you to the top of each building in 2 minutes.
- ❑ How long will it take you to find the treasure? Probably not that long.



S. Alexander Nouveau

The Skyscraper

- ❑ The only thing that matters in business is **OUTCOMES** – outcomes are the results that you want – in our example that was the treasure chest.
- ❑ For you – those outcomes are dreams. So let's talk about your dreams for a second.
- ❑ I want you to pause for about 10 seconds and ask yourself this question.
- ❑ “What do I really want?” If you woke up tomorrow with all of your dreams fulfilled, what would the world look like?
- ❑ Do you want **TIME freedom** – meaning the freedom to do what you want, when you want?
- ❑ Do you want **FINANCIAL freedom** - meaning you can travel when you want, help your family financially, the ability to volunteer more?
- ❑ Do you want to **travel the world**? Do you want to **buy a house** for your family?
- ❑ If you feel comfortable, I'd like to hear about your dreams in the chat.



S. Alexander Nouveau

The Skyscraper

- ❑ Now let me ask you this – which of these two options would you prefer:
- ❑ Option 1 – **SLOW METHOD**: working 80-hour weeks for 5, 10, 20 years with the hope that one day you make your dreams happen OR
- ❑ Option 2 – **FAST METHOD**: working those same hours but getting to your dreams in 6 months, 1 year or 2 years?
- ❑ Which option would you pick?
- ❑ I bet you'd pick FAST METHOD
- ❑ You want your dreams faster, which is why I recommend getting a trusted group of advisors around you.



S. Alexander Nouveau

Wrapping Up

- ❑ In today's workshop, we learned several keys to getting sales day 1.
- ❑ We talked about the Cufflink story and how it's better to be open to creative solutions than to narrowly focus too much.
- ❑ We did a case study of Adam and Chloe and discussed the lessons to be learned about opening a profitable business.
- ❑ We covered the Food Truck example and talked about how to find your starving crowd.
- ❑ We finished with the One Domino and how you should be actively seeking more YODAS to be on your team to help you get to your dream faster.



S. Alexander Nouveau

How to Continue Learning

- ❑ If you enjoyed today's workshop, I'll provide some ways to continue learning.
- ❑ You can visit SCORE's website and look for webinars that I will be teaching in the future.
- ❑ Also, when I was in your shoes, I would take EVERY resource a speaker had, and I would also sprint to the back of the room to ask a ton of questions and pick the speaker's brain.
- ❑ Typically, when a group does workshops in person, you would have been able to do the same.
- ❑ With virtual workshops, it's harder to have that natural sense of community.
- ❑ I will open myself up to a virtual coffee for anyone attending who wants to chat.
- ❑ If you have questions about the webinar and would like to setup a virtual coffee, you can email me at alexander@nouveaustartups.com
- ❑ Alright, next is questions.



S. Alexander Nouveau