# LIMITLESS Coaching Call Transcript

September 3rd, 2024
2024 September Summit: Gearing Up For Growth
Welcome: Scaling Growth

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Would see you in the magic mirror. That's how I feel right now, like I'm looking at the magic mirror.

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Well, I hope everyone had a good long weekend labor Day is really intended to celebrate right all the hard work and effort that we do.

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Our goal.

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Is to reward for that effort which is one of the things that we're gonna talk about today. So it is my pleasure to honor you to this year's.

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Growth summit. The goal of the gross summit is to really help you get clear and get focused and then ultimately get to work.

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Clarifying how you're gonna drive growth in your practice that can be averaging up client sizes. It can be transitions, as we learned earlier in the year, and then it can be right, putting in effort and energy to actually go out and attract and acquire new clients, which is what this quarter. And this summit is all about. So we have a lot of amazing content for you. It really does have the power to transform your practice.

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And your life.

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If you can grow in ways that are really clearly aligned with your goals, so keep that in mind.

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As we go through today's session. And with that I'm gonna turn it over to Alison.

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For a little housekeeping.

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Yes, we are super excited today to have Coach Stephanie, Coach Tiffany, Adam, and Greg joining us for today.


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If you remember last year, you know, Tiffany, and the amazing work and coach she did with our leaders program, and Greg will now is with will now design and will be leading our website sessions. So we have a great lineup for today. We're excited to have everyone here.

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Right.

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Yeah, for those of you who don't have Tiffany's background. She started in life as a private client. Then in lifestyle.

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As a client, and just has an incredible growth story for herself and her firm. If you're not familiar with her definitely catch some of the sessions because she's fantastic.

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Alright! Let's see, Alison, next we have.

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Agenda.

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Yes.

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So each of you have your personalized agenda on C event, and all of your sessions are automatically added to my schedule, which I'll show you on the next slide.

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But essentially, today we have 2 concurrent sessions running throughout the day. We do have a midday break and 2 breaks scattered throughout, so we can grab something to eat and stretch your legs, and you can see all of the people that will be joining us for the variety of sessions throughout the day.

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Excellent. Hey, Laura just saw Laura join. She's outside, that's I hope she's or is that a background? Such a lovely idea.

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Pay outside.

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I'm trying to figure out how I could do summits walking.

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Or outside. I just haven't. I haven't figured it out yet.

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Next time.

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Then you'll be like Christy Rains, I think, joins us by large outside, which is awesome.

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That's great. Yeah.


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Okay, so how to find your personalized agenda for the day when you're on the homepage of C event, you're simply going to click on my schedule, and that will take you to the sessions. You made your way here, so we have confidence that you can do that for the rest of the day. But if you have any questions, let us know.

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If for any reason you decide you want to switch sessions, you can go up to the top and click on schedule and then select all sessions that will allow you to remove and add to change the lineup that you have for today.

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And if you miss anything, it's okay. Because all of these sessions are instantly recorded and added under schedule and then on demand. So you can watch those as soon as we finish today. If you really wanted to.

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If you're that motivated, if you want to go straight back and watch it.

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Yeah, that 8 h of content isn't enough for you. You can immediately.

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You say that like. It's funny, Alison, but people do it all the time. I have people call me up and be like, I listen to your kids' podcast 9 times.

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Like, how could you? Yeah, something? You get something.

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Okay, and then click back. One for me, Steph.

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Yeah, you get you get. Oh, click back one for you. I'm sorry.

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Okay. And then the last.

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What, what.

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Few things is, if you want to participate in our game today, we have a spirit of very friendly competition around here, an amazing books book set for our price, so be sure to opt into the game, and then last, this is super important when you're on the page that is, for each session before you click, join. That is where you're going to find your QA. That's where you can participate in polls.

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And if you click on there's going to be a button that says resource for any other session besides the keynote.

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But it will have your slides. It will have your summit action plan, and any worksheets that we go through. So be sure to click on that button that says resources. And then at the end of each session, a survey is

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gonna launch. And you just need to take the survey first, st really quick, and let us know we've got in the session as well as an end of day. Survey for us. Please.

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So that is it for housekeeping.

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Thanks. Steph.

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I just had an idea that I think is so fun. And I'm gonna share it with you all. And you guys can vote it up or vote it down. This is just gonna be so easy for Allison for next year. So you guys have gotten so good. We are working really to make sure there's as much advisor peer to peer engagement and sessions as possible. You get so much out of each other.

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So we always do these little gamifications, the events, and get you asked questions and do all that. And Alice and I, as you were talking. I just had an idea.

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What if the winners of each sessions.

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Retreat, summit, whatever it is.

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What if the winners of each of those got to come to spend city? And we did like a whole day together, just like strategizing and planning and hanging out.

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Thumbs, up, thumbs, down.

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Hi.

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I think that.

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Would you guys like engage a little? Would you guys like up the engagement a little bit.

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For sure! Alright.

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I love that.

00:06:03.000 --> 00:06:04.000
Done.

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Gary's here for it.

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That's done. Yeah, you said to be here next year, and you have to engage it.

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00:06:10.000 --> 00:06:11.000
Awesome.

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Actually, you know what we're gonna do for this year's winners, and we'll draw somebody from this year's events.

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And that person will get to go to next year, since they were around the year that the idea was conceived. That seems fair.

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Love it.

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So you could still like, there's your chance right there. You can engage today, and we could be hanging out in Park City next year. It could be cool. Nick could be cool.

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Nick's always quiet. I'm gonna get Nick to talk today. That's my goal. Nick.

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See now he's talking, and he's on mute.

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I I was. I was talking, and I was on mute.

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There we go!

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Alright, I wanna talk a little bit as we get into the conversation on growth, which is a really sexy topic. We love it.

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What I hope you've gathered from this 1st from 1st part of this year is that a conversation about growth is not just a conversation about more clients.

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It is a conversation about what you want to grow into.

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What you want it to be like along the way it's about clients, it's about capacity, it's about service levels. It's about pricing.

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It's about who you do your best work with. It's about. What channels are you getting clients from.

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All of those things.

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Ultimately are components in your growth engine.


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So in limitless. We're really laying the tracks in Year One. If you're just joining us for the 1st time this year that year, one track is about getting brilliant at the basics. I do not want you to get distracted by shiny stuff, and I'm gonna go whoopi this and wow! That.

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The year. One is really about getting clear on the client, the story, the messaging, and then ultimately laying the tracks for that marketing machine. What channels are you gonna choose? What basic activities are you gonna do? How much time, effort and money are you gonna apply? What kind of tracking are you gonna put in place right? If you can lay those tracks. Imagine you're going from New York to California? Leland.

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Right. We'd love to just get in the rocket ship, but we.

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We're not quite there. We have to lay the tracks along the way, and then, once those tracks are laid for those of you that are year 2 or year 3, or if you've heard Adam Story or Taylor Story, or Kathy story.

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What you ultimately hear is year one is laying the tracks and then I get the phone call. But this guy didn't part in 100 amazing clients and just drop into my lap. No, if it were that easy, everyone would do it.

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Laying the tracks, is putting those pieces in place.

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And then, being willing to follow up and do what we call honing your craft right, imagine their gears in a machine. You've got to go back and tweak each of those gears.

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That's where data is your friend marketing.

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Has some sexy, sizzly components to it. But it's like 10% really effective marketing. If you peel back, the curtain is science and process. It's data and systems. Which is why you don't have to be that like shiny, outgoing, charismatic person to be a really effective marketer, really effective marketers are good at putting a story and a system in place, and showing up and telling.

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It over and over and over again.

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And if you're in the marketing plan less than later, what you're gonna hear me say is just about the time you get bored to death of it, or you're certain it doesn't work.

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And walk away is about the time it starts to.

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So what we need to know is beyond our discernment. Is this a good idea? Bad idea? Should I spend this? Should I not.

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And is it working? Is it not.


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We ultimately want to bring.

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Some method right and some mindset to help us kind of master. So once we lay the tracks, then we can lean in right, Leland. We can take that 1st section of track. We can look at it. We can get some data.

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We can tweak it.

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Flatten right level the ground a little bit. Get that going a little bit better. We go to the next piece of the track, and as you do that you will get clients right. The train or the plane will take off using my runway analogy.

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Year 2 it gets better. You start to feel it the momentum by year 3. It could be your 5. If you drag it out. It can be year 2 if you really kick it into gear, and you're investing time and energy and money.

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But the idea is, there will come a point where the system works, and you know that you've hit that. What I call the 3 year runway. Leland.

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Cause the lead show up. Adam doesn't go. Oh, gosh! Where am I? Gonna get leads this year? He just knows inputs, equals outputs. If I do this lead show up like that system and that pipeline are really consistent, right? There's confidence there, because it's not his charisma.

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It's that pipeline is that track that we laid, and then refined.

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So that's really a tease conversation, because I'm really now going to lean into.

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We talk early in the year about the confidence that you need to grow. We gotta have the confidence to get right with our clients to do the right sizing and the pricing. But really we have to get clear on who we do our best work with our ideal client.

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And our ability to talk to them right? We want to tell that story loudly and proudly, without hesitation or apology. No more like

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Right, if you're not there. That's Job one.

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When you get that clarity, not before is when you want to turn on your marketing gears, because otherwise you're compounding.

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Right.

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Not optimal clients. If you don't have your services and your capacity dialed in right, you don't want to double or triple and compound the operational and service issues right? You want to nail that down and get it really solid. And then you want to grow on top of it.

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As you're growing. You just want to have a math conversation with you.

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Right, so.

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Getting in that place, of being confident and willing to tell your story is a confidence issue.

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And we're all working on overcoming that.

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The other 2 things that stop you from marketing.

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Every time, every study, conversation I have. There is some version of.

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I don't have enough time, and I don't have enough money.

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To grow in the way that I want to.

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Now, here's the really hard conversation. Those are excuses.

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The rationalizations and their justifications. I started a business at 24, with like $500.

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In financial services.

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With mail clients, over 50.

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Right like you can make. But you're gonna trade time for money. So one of my favorite things is, there's fast, there's good, and there's cheap.

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Pick 2.

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There's fast and good.

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But it's not cheap. There's cheap and fast, usually not good, right? There's cheap and good, but it's definitely not fast.

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Exceptions are, everyone's got like that favorite like Mexican food dive on the corner or thai place in your town like we've got one, and it's always got a line around the building, because it's fast, good, and cheap.

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Right, so.

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The reason that I'm teeing up that conversation is, I want to talk to you about the economics of marketing.

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Time is a mindset. You all have 86,400 seconds in a day. You, as we talk about so much in limitless, you do not.

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Harsh coach said, with ultimate love and respect.

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None of you, not me, not Laura, not Kevin. We do not have time problems.

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We have priority problems.

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We don't have the discernment and the discipline to get. Yes, on what's in and what's out, whether it's clients or team.

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Or projects or time, and we continuously, with all love. I know, because I suffer from it to try to put 10 pounds of shit into a 5 pound bag, and I have yet, in my 30 years of trying, found a way to do that without it being messy.

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Or stinky or hard. It's just not.

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Right. So we wanna really clear about why we're getting the results that we're getting. So time is a choice that we make. We're we can deal with that on a different day. If that is your issue.

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So we've got confidence is our holdback. We've got time, is our holdback. And now the big one, because we're all right. We can all claim this one. I don't have enough.

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Money.

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Well, let's talk about the economics of marketing. Right? Let's really dive into what is, what does it cost to get a client? What's it worth to get a client.

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How much should we actually be investing.

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Terry, Gary and Jennifer have just sold their nursery and landscaping business. They're lovely people. They now have a million dollars.

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They're looking for a holistic planner. They want someone to guide them confidently into that next stage of life. They have more questions than answers.

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Let's assume that they're happily gonna pay you 1% or 10,000 a year for the duration of their life.

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How much would you spend to get them, Terry?

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5 grand.

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5 grand, any anyone outbid Terry.

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Do I have any bidders? Better, better.

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I'll be 10.

00:15:08.000 --> 00:15:09.000
I'll pay 10.

00:15:09.000 --> 00:15:10.000
10, grand.

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I'll say 50.

00:15:11.000 --> 00:15:12.000
All right. 50.

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50.

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Alright. So let's see, let's see how that plays out when we do the math right? So this goes back to.

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You always hear me say it, and I don't say it, because it's a cute little thing to say it is, but that's not why I say it when I say Get clear.

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Get focused.

00:15:26.000 --> 00:15:28.000
Get to work.

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The reason that I do that is, we almost always do everything in reverse. We get to work.


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And then we go. Oh, this is what I got. Do I like it? Do I not like it right? And then we go. Oh, I gotta clean stuff up. I gotta get focus, and then I gotta go hire a consultant or rate. Spend 10 years trying to get clear.

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And Mark will tell you that doesn't always work.

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Right. And so when we say, get clear first, st it's because we skip over 90% of what we need to know, think, and and reflect on.

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To make.

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Informed decisions that are aligned with our goals to get rid of all that grind that we talk about.

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The complexity, the effort, the dilution. I say this all the time. I say to you guys, I say it to my clients who are multibillion dollar firms.

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80% of our hard work. I'm subject to this, too. No one gets out.

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Alive, right? But it's how you minimize it. 80% of that hard work of the efforting and the grinding and the thinking about it on the weekends and the struggle, and.

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That person left. And 80% of that hard work is because we are simply don't have the discernment or the discipline to make the hard decisions that we need to make as we grow.

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To keep things in line.

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And so they get complicated, and they get messy, and we have to write. I always say, if you do not take your medicine now you will take your medicine later. That staff issue will magnify that, you know, like you always have to chase the leads to get in right. You can't go on vacate, like all of those issues compound with growth.

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Unless you resolve them. So you hear me say all the time that we think growing will solve the problems it turns out solving the problems is what positions you to grow.

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But when you're there I want you to grow intelligently. I want you to have the information you need to make informed and educated about your marketing.

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And how to invest your time.

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Your energy and your capital.

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So let's talk about the lifetime value of a client lifetime value of that client at a 30% margin which you should absolutely be able to hit, or 50 to 60.

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No problem.

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Right at 30 that clients gonna be $60,000 over the course of that lifetime. You can look at different values depending on your margin and your client retention rate. This is where margin makes a really big difference.

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As does client retention at 60% margin. So you see, oops, that was real fast. You see, those numbers.

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Wow!

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You see those numbers jump up. So now, if that client is gonna be worth $120,000.

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Is it? 5,000 10,000 or 50,000 that you're willing to spend? It's probably not 50.

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Right. That's still like 2 and a half X. But you gotta wait 50 years for it, right? So there is the time value of money that you really want to think about.

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So one of the challenges that we see some of you as you reach that 1 million mark might be here, and we certainly see it on the other side, which is, you really can grow yourself.

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Broke.

00:18:19.000 --> 00:18:41.000
And what I mean by that is, you take on more clients. You have to hire people. Then you get to a point where it takes about 3 years to break, even right? Because there's a lot of upfront work. There's the marketing cost, etc. So if that pipeline, if your pipeline slow. You're complaining that you're not growing. If your pipeline is too fast, you're complaining about capacity or margins every single time.

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That's gonna be the complaint that's what you're gonna call me with at a million 3 million at 5 million 8 million 12 million and on, like, I know, exactly within a range.

00:18:50.000 --> 00:18:52.000
That's where it's gonna break down.

00:18:52.000 --> 00:19:06.000
If you're not careful. So you've got to find the sweet spot on. You can't go spend 10,000 on that client, Terry, even if it's worth 120,000. Because if you did that you'd spend $100,000 in marketing this year, and you'd have.


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00:19:06.000 --> 00:19:18.000
Right? What in right like that's that's the math that we ultimately want to do. So. For every 10,000 we spend on a million dollar client we should ultimately right, we'd be able to produce. That's a 6 x return.

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That's a pretty good return on investment.

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We're not even accounting for market growth.

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With market growth, as we know it compounds higher than that.

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So now, what is the client worth to acquire? So we know we can't spend too much because we'll grow ourselves. But we know we don't want to spend too little.

00:19:39.000 --> 00:19:55.000
Right, because we want to be really strategic about how we thread that needle to drive growth in our firms. So the average advisory firm spends 2 to 3. I'll tell you. It's really more like one to 3, because the people that answered the survey spend more than the people that don't answer the surveys.

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Right? So you've kind of got your like. Best of class are answering the surveys, which means the rest of the population is generally spending less.

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So why are we spending so little when clients are worth so much? And, by the way, in a business where your retention is between 95 and 97%.

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If your average at what you do.

00:20:17.000 --> 00:20:19.000
Average.

00:20:19.000 --> 00:20:28.000
Like, find me another profession, right? Like food service. Provide like? Those are incredible. It's an incredible business to be in.

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Which is why, even if you manage it, and over a decade, you can still do really. Okay in this business at limitless. We're not promising you that you can't do it without us.

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Right. We're promising you that leapfrog of making it more efficient, more effective, and a lot more enjoyable.

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So the issue is, we don't recognize the economics, though, of the long term client value. So we und.

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We're marketing inefficiently. We're doing things and activities that aren't working. Tiffany will tell you. She called me literally crying.


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Because she was working 70 HA week, doing everything on the list literally. Her principal had her cold calling on businesses as a last resort.

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And she called me crying because she literally had to choose between.

00:21:11.000 --> 00:21:18.000
Buying her child underwear or sock.

00:21:18.000 --> 00:21:19.000
For real.

00:21:19.000 --> 00:21:22.000
She called me, crying.

00:21:22.000 --> 00:21:25.000
Because, in spite of working 70 HA week.

00:21:25.000 --> 00:21:28.000
And her only job was marketing.

00:21:28.000 --> 00:21:31.000
She was not getting the results that she wanted.

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So you can market with a dole knife.

00:21:34.000 --> 00:21:37.000
And say, marketing doesn't work.

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What we're talking about is building a marketing machine that gives you the data that you need.

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So that you know how to make it work. You just throw up your hands and say it doesn't work and go hire a new vendor, or go right, give up.

00:21:49.000 --> 00:21:51.000
Chase a new Idea.

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So we're gonna start with the clients which is understanding the value. And the 3rd is, we're resource constrained. We don't have a lot of time or money. If we're being really honest.

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Right. You're like huge for me, like, Hey, Steph's $100,000. How can we triple? That's pretty fun.

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Right. So we have to get really clear. What are the resources which we'll talk about in the marketing plan, session, time, energy, and capital right that you get to apply.

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So if your total marketing spend was $85,000, including your time. By the way, which is the cost no one includes. But all that time you spend has a real cost.


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And let's say you got 12 clients in the year. That would mean the average clan acquisition cost was $7,083. If the lifetime client value on a 500,000 account means the lifetime value of that client is $30,000. So you've spent $7,000.

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In the traditional sense, generating a 30,000.

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Lifetime value. Right? So if you think about that.

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The question you're gonna ask yourself is, if I took that same, and I invested it in the market over 20 years, would it produce more than $30,000.

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That's.

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The relationship you want, you should be able to do better than the market. Now, again, you're getting paid over 20 years. They're not going to give you an upfront lump sum right? You have to invest. Now, you're not going to invest in the market to grow your practice over 20 years. You don't have all that capital, but it's a framework for really thinking about how we make choices about investing in marketing, particularly when we get like I don't wanna spend.

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It's not that you're not willing to spend. I don't think any of you are really cheap. I think you really lack confidence that what you're spending is gonna produce results. And that feels like jumping into a very expensive experiment. A big black hole.

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And I get it.

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I have made. Ask Mark. I've made 60,000 mistakes.

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I grossly overspent on things and gotten, and a really good but not awesome result.

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And I just you gotta right. Pick yourself up, scrape it off, and you learn forward.

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Because every dollar that you spend on marketing that doesn't work out is either gonna feel really bad, like a failure.

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Or it's gonna feel like a win, because you don't fail, you win or you learn. Now, I was like, Okay, now, I'm really clear about what I need to do here.

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I'm really clear about the level of involvement I need to have with vendors to get the kind of result that I want.

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Really valuable learning.

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So in this example, our 1st year profitability. If we think about the cost of services in a typical firm, we're actually gonna be underwater by about $2,000 a year.

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Which is why your fees right, your pricing needs to be there, and ultimately.

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Right. We don't want to be spending $85,000 and getting 12 clients. We want to look for efficiency and scale in our marketing, and that.

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Is what the limitless strategies are really gonna show you is, how do we show up? How do we get really clear about what we're gonna do for our practice and goals. How do we get focused on the pieces of that machine that we're gonna put in place based on that level of clarity.

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Right. And then how do we get to work?

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Laying the tracks, and then refining those gears.

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Patiently and consistently.

00:25:02.000 --> 00:25:12.000
Until we really start to see the results that we want. And then that runway ramps up right. And then you can get all fun and sexy and sizzle and start adding things. But that's your basic formula.

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So client acquisition cost by client size. One early practice, right? Starting out, $719 has to be a lot of time and very little capital, because that's what's available.

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Stage 5, right mature, big, firm average.

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All practices average 2,000 150,000 plus and up firms average $4,056 per client.

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Client acquisition, cost by client size.

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In benchmarks is almost always going to be hard costs, not time cost. They don't. Kitsis is actually the 1st one outside of us to study that.

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So you can see hard dollars and advisor time by practice size here.

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Right. So stage 1, 2, 3, 4, and 5. So you can come back to this later. And really look at the.


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But it. What it's basically saying is, right. Bigger firms are spending more time.

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A smaller percentage of budget, because rate their their revenue is just much, much higher. But you start to see right firms start to spend in this growth stage 4 to 5 on average, 4 to 6% on marketing. So average firm spend 2 to 3%.

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Top firms.

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Right, which tend to be growing firms on average, spend about 6%.

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Average firm spends about 10% of their time on marketing average top firm spends about 30% of their time on marketing. And then, when you move into like ensembles and enterprise, where you're doing scale.

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Right then those ratios change entirely, because now you're talking it, not talking about personal time. You're talking about firm time.

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How do you spend those marketing resources? So Kitsis has a great study.

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That we talk about every year. In terms of what? Where is that cost going so percentage column percentage using that strategy client referrals.

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Still the number one, because you get it right. You do it, no matter what clients really are responsible for that one. Seminars are the least.

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One of the things I hear over 30 years is, I hear people call me up, and they're like, I can't do. Seminar seminars don't work. I can't do cois don't work. I can't do drip marketing, drip marketing doesn't work, and I'm like okay, great. It either doesn't work for you, or it doesn't work the way that you did it, but it can absolutely work. We have had clients.

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Ha! Build wildly successful practices, using every single one of these models.

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Every one of them. Seminar is included.

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One of our 1st years of limitless. We had a guy that was doing seminars, and he was working like 80 HA week, and every weekend, and he was insane, and he doubled his seminar revenue to like 2 million.

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Started running. Marathons took like 60 days off, just.

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Just we just tweaked him in our strategy. He had laid the tracks, but what he hadn't done he hadn't

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optimized it.

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Right? So that's what a lot of today's lessons are about. So right, think about you're gonna talk about today choosing your channels. This is good data around, like, what are other advisors doing.

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Right. Solicitors writing a book, referrals.

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Any of these can work for you if you give them the time, care, and attention that they need. Right. You are not just tossing out Jack's magic beans and getting a beanstalk.

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You're farming.

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Right. You are sewing the earth, you are tilling the soil, you are planning the seas. You are nurturing it right? You're laying the tracks, pick the allergy that works for you.

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Each of these has cost. Some are upfront, some are ongoing right, some are more hard dollars, some are more time intensive.

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And so you can look at that data a lot more closely.

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And it really goes into the aggregate client cost for each of the strategies. Right? So SEO has a pretty low client. Acquisition cost.

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We really like to optimize SEO one, you should all be doing it. It's what leads people to your website, 2 once you set it up. It requires minimal work for you and 3. It has a pretty client. Low client acquisition cost right like.

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Low lying fruit. If you have not optimized SEO on your website, client referrals right blogging.

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I gotta ask Michael about this. I'm 56,000. I feel like if you have a good blog going.

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It's it's probably a little bit cheaper than that. So I've got to look at the data. But that is so if you're gonna do a blog really think about that? I would.

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It's what the data would argue.

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2021 revenue due to client referrals.

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What we have seen dramatic change in organic growth from client referrals over the last 9 years. It's gone from. I just wrote about this 9.3.

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To 3.3%.

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2% in some studies. And, by the way, has the demand for advice gone down over the last 10 years, or has it gone up exponentially.

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It's gone up. So what happened to the client? Referrals.

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So if you look at the data and you read between the lines, what the data says is those.

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Or potential clients are not asking your clients or centers of influence for referrals. They're going to the podcast they're going to the seminar. They're going to the webinar. They're going to the newsletter. They're going to the blog, because now it's a digital world.

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And you can get clients anywhere. But it also means so can your competition.

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Right. So that's what you want to be aware of is, where is all that time and money going?

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Right. Here's how different firms or marketing based on size.

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Smaller high growth practices are using online advisory listings. I have people complain that they don't work all the time, and we have firms using them that are growing so fast. They're just, you know, the wheels are coming off. So again, it's how you show up. Are you doing the premium listing or the not premium listing, always choose the premium listing by the way.

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Right? So we would. Really, you can look through that data some more and really start to see what are different firms doing relative to where you are.

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It's really about getting clear on. What is the value of a client.

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What am I willing to invest.

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To retain a client.

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Based on the value that I perceive.

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Relative to my circumstances, you might be saying, I'll be happy to spend a client. I just don't have $10,000 to invest right, which means we've got to look.

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At strategies and channels.

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That are more personal and networking. Right? So we can create some momentum.

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Or things that are low, cost or no cost.

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Right.

00:31:24.000 --> 00:31:30.000
So that we can get that momentum going and then pull money back into the marketing machine. If you will.

00:31:30.000 --> 00:31:42.000
So the goal today is really to help you gear up your growth engine, which in the world of limitless starts with getting really clear about what you want to grow into, and why, that's where we really started 1st quarter.

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Who you do your best work with and the value you're gonna deliver with that growth. Right? That's Q, 2.

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How you're gonna scale that growth. Think. Q, 3, right people process and platform.

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And then we're in a really good position to hit. Q. 4 wide about what it really takes to create and manage growth, to sit in the seat and say, can I evaluate how I'm growing now?

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What changes can I make on my foundation? And then from there, right? What does my bigger marketing strategy look like? But do not forget.

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To focus 1st on foundation, if you're year one, that's your priority. If you're year 2 in year 3.

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And you've done that, and you're right. Turning the gears and refining the tracks. If you will, then right, we can look at adding additional.

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Right improving and deepening, and those right when you're ready to do that, reach out and let us know.

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Alright. So we have a very full agenda today. What's next is you're either gonna join me for choosing channels, or you're gonna join some of our alumni. This is a tough choice, I know, but fortunately everything is recorded. And they're gonna walk you through some of the channels.

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Did they? That they use to success using limitless strategies. So each of these people, right has been through limitless. Listen to the same exact lessons we're gonna teach you today.

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And applied them with really good success. So if you're interested in social media, education, podcast you can dive into that if you want to come back and forth. You can.

00:33:11.000 --> 00:33:18.000
But with that I'm gonna release you to your next session, and if you're in choosing your channels I will see you there.

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