How to Sell Before You Build with Holly Jean Jackson

with Holly Jean Jackson · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Holly Jean Jackson went through four corporate layoffs before building a consulting business around revenue and peak performance.

- [ ] Write down your life priorities, your three business goals for next quarter and your five-year stretch goal.
- [ ] Check each new opportunity against that compass, and say no to what isn't on it.
- [ ] Stop planning 80-hour weeks and schedule time to take care of yourself.
- [ ] Review your marketing, lead generation, sales process, customer experience and employee experience for money left on the table.
- [ ] Pre-sell and beta test your next offer before you build it.
- [ ] Stop hiding behind another certification, logo or website and start selling.
- [ ] Be careful where you spend on ads and marketing, and track what you get back.
- [ ] Start a jar of awesome: keep sticky notes and a pen next to a jar and add every win.
- [ ] Celebrate each big accomplishment before moving on to the next one.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/sell-before-you-build-holly-jean-jackson/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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