

Fastest and Easiest Ways To Doubling Your Business

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- ❖ Overview of Charles Journey in the World of Online Marketing
 - He had been an entrepreneur at the age of four who sold artwork to his neighbours
 - His father was an entrepreneur and would encourage him to be an entrepreneur during his good days but during his bad days he would tell Charles that being an entrepreneur sucks.
 - As an entrepreneur, he did a lot of odd jobs like painting, landscaping, etc.
 - Back from Babson where his classmates were applying jobs, he decided to continue his entrepreneurial journey then they created one of the nations or the world's first pet health insurance companies.
 - They faced challenges in running the company like they had a way ahead of part time. So then they hired an A team plus players, some of the top insurance sales people in the world, some executives, some big insurance companies, etc.
 - But then the market crashed in 2000 and all of their money or seed money dried up and the venture capital money or the initial investor money that they are promised several million dollars they didn't end up getting.
 - The good news is they created a good foundation, a good start. They'd been nominated as having one of the nation's best seed stage companies and selected inside by venture one and also included in the newspapers including different languages. It was a humbling experience for Charles.

- ❖ Continuing His Journey as an Entrepreneur and Facing His Biggest Challenge
 - A couple of months later after their company crashed, he ended up finding investors, starting another business, a real estate development business.
 - But then he found himself over a million dollars in personal debt and that made him work every waking hour of every day.
 - Then the biggest challenge came, he got sick out of stress and was told by his Doctor that he might die if he didn't take good care of himself. Days have passed that he couldn't fall asleep.
 - After the incident in the hospital, he made a strategic way to pay off all his debt then bring his first multimillion dollar business in about a year.

- ❖ Way to Success
 - They implement the phrase "work smarter not harder" into their new business and started to look their business differently where they make a simple transaction such as house building process a lot easier.
 - Through that process, they manage to drive a bigger result for their clients and done it in a way that presents them with a huge advantage so they will not only be happy to pay a premium pricing for their property but then also be willing to give them more and more money.

- He used the Price Anchoring method for their clients.
 - They made relationships with television companies, landscaping companies, patio furniture companies, home alarm theater companies and home furniture companies, etc.,
- ❖ Speed to Scale Program
- It is built for entrepreneurs who want to be able to take their business to another level.
 - People will call them and they put strategies and systems in place that take their business over that next level.
- ❖ Three Ways to Grow Business
- Get more new customers
 - Which is where everybody focuses on.
 - Increase your average transaction size
 - So if your average transaction size is a thousand, increase it to 20% up to twelve hundred.
 - Increasing by frequency
 - Increase the average amount of time somebody does business with you.