



# The **6 Silver Bullets** to Growing Any Business's Profits Fast



**Jonathan Goldhill**  
Business Growth Expert and Master Coach

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## INTRODUCTION

### *Are you in prison?*

That might seem like a strange way to begin a report about helping you grow your business...but if you're like many of the business owners I've worked with over the years, you probably have a sense that you're trapped in your own company from time to time.

After all, if you...

- Work longer hours, but never feel like you're getting ahead...
- Have to work more to make less...
- Worry that your competition is outperforming you -- and that you can't quite catch up...
- Spend more time dealing with business-related anger, burn out and frustration than celebrating success...
- Are looking for new ways to help you reach your goals...
- Need to acquire new customers fast...
- Wish you could spend more time growing your business instead of dealing with staff issues...

***...Then, chances are, you're committing one or more of the six biggest mistakes I see business owners make over and over again.***

Fortunately, this report will help you change all that.

That's because there are proven, powerful ways to increase your cash flow and profits with less stress and strain and more free time than you currently think is possible. And this increase in profits will allow you to accomplish more of the dreams you have for your business, family, and life.

All you have to do is master the **Silver Bullets** I'm about to reveal...and you will begin to see immediate results.

**But be forewarned.**

These Silver Bullets aren't "rocket science." They're simple. Some may be tempted to write them off because they're *too* simple.

Don't make that mistake.

In my experience working with entrepreneurs, these six Silver Bullets make all the difference in the world between businesses that grow month after

month and year after year...and businesses that struggle to keep the lights on.

In this report, I'm going to open your eyes to the goldmine of possibilities sitting right in front of you. If you have the foresight to put them into action, you can be among the top tier of business owners who produce consistent, predictable, impressive returns.

Are you ready to make your business work for you?

Then let's begin.

## HOW TO READ THIS REPORT

Let's get one thing straight: in order to get the most out of *The Six "Silver Bullets" You Need to Grow Any Business FAST*, you've got to actually implement the strategies I share. If this report ends up on your virtual shelf, never to be touched again, it does neither of us any good.

So for best results, here's what I recommend...

**1. Read the entire report in one sitting.** I've designed it to be fast read. So turn off the phone, logout of your inbox, pour yourself a cup of coffee and invest 23 uninterrupted minutes with me to improve your business. You'll be glad you did.

**2. Grab a notebook and pen -- or better yet, print the report and take notes in the text itself.** As you read, you'll have insights and ideas come to you. Write them down.

**3. Set goals based on what you read.** All the information in the world is useless...unless you turn it into action steps, and more importantly, *follow through*. After you're done reading, take a few minutes to go back through your notes and set at least 3-5 solid goals as a result of what you've read.

**4. Find an accountability partner.** If you're like 97% of the business owners I work with, you understand *intellectually* what needs to be done...but often lack the organization, motivation or follow through to make it happen. Choose an accountability partner wisely – someone who takes you seriously, who can hold your feet to the fire, who understands the industry, and who has a vested interest in your success.

Many of my clients discover that there's no one in their immediate circle who fits the bill, which is why they hire me. If you'd like, after you're done reading this report, call me direct at **(818) 716-8826** or go to <https://my.timedriver.com/RFSW2> to schedule a 30 minute Complimentary Coaching Consultation. We'll focus 100% on your specific challenges and map out a custom plan for you to follow. In addition, I'll provide you personalized support, answers to all your questions, and additional strategies and tools that can help you get better results faster.

## **BIG MISTAKE #1: No EXIT STRATEGY**

Renowned organizational consultant Stephen Covey says that all success starts in one place:

*Your mind.*

He calls it "beginning with the end in mind" – having a clear vision of what you want *before* you begin, just like a building follows a blueprint.

Nine times out of ten, when I work with business owners who are struggling, it's because they have neglected to do this very important visioning work.

That's why the first Silver Bullet you need is an **Exit Strategy**.

You have know where you're going if you ever hope to get there.

To assist in this process, first allow me to introduce you to a powerful framework for understanding the phases of business growth. It's called the **Five Steps to Freedom**, and it will give you a roadmap to building a true business asset – a company that continues to progress and produce profits even *without* your day-to-day involvement.

Here they are...

**Phase 1. CREATION.** This is when you're beginning as an unknown in the marketplace, researching a viable niche or approach for your business, developing a working prototype of your business model, and launching the enterprise.

This step is called "creation," but sometimes even established businesses have not taken the time to put together a solid business model or research an exact market niche! If this describes you, one of the first things we'll do together is lay a sure foundation...because until you do, you'll be dramatically hindered in your ability to transform your business into a profit-producing asset.

**Phase 2. DISORDER.** This step is every bit as chaotic as it sounds! It's when you begin waging the often-bloody battle of becoming cash flow positive. You do it by investing heavily in sales and marketing and other high-impact growth strategies. Your goal is to create effective marketing systems and build enough brand awareness to capture as much market share as possible, as quickly as possible!

Sadly, only a handful of businesses ever make it past this step – and if you're struggling to find enough time to really work *on* your business,

chances are you're stuck here. Still, there is light at the end of the tunnel, and if you can power through it, you'll soon find yourself in the next phase...

**Phase 3. CONTROL.** This is when you convert cash flow into profit by stabilizing and organizing your operations, measuring your well-chosen performance metrics, and fine-tuning and adjusting the business model.

This step is all about *systems*: organizing the business in such a way that YOU aren't needed for every decision, every sale, every day-to-day interaction with staff and customers.

**Phase 4. PROSPERITY.** Your goal here is to solidify a position of dominance in your niche market by economizing and optimizing for efficiencies. This will allow you to continue to invest in growth and repay debt. When you've reached this point, you can really start to enjoy the fruits of your labors!

**Phase 5. FREEDOM.** Your final act is to reproduce yourself and develop a strong core of leaders who will continue to grow the business through partnerships, joint ventures, and acquisitions.

At this point, you will enjoy the luxury that comes from having free time...and free cash flow.



## BIG MISTAKE #2: NO TACTICAL STRATEGY

It's not enough just to know what where you're going (though that's critical). You must also know *how* to get there.

And that's the second big mistake I see business owners making all the time: **no tactical strategy!**

How do you know if you're one of them?

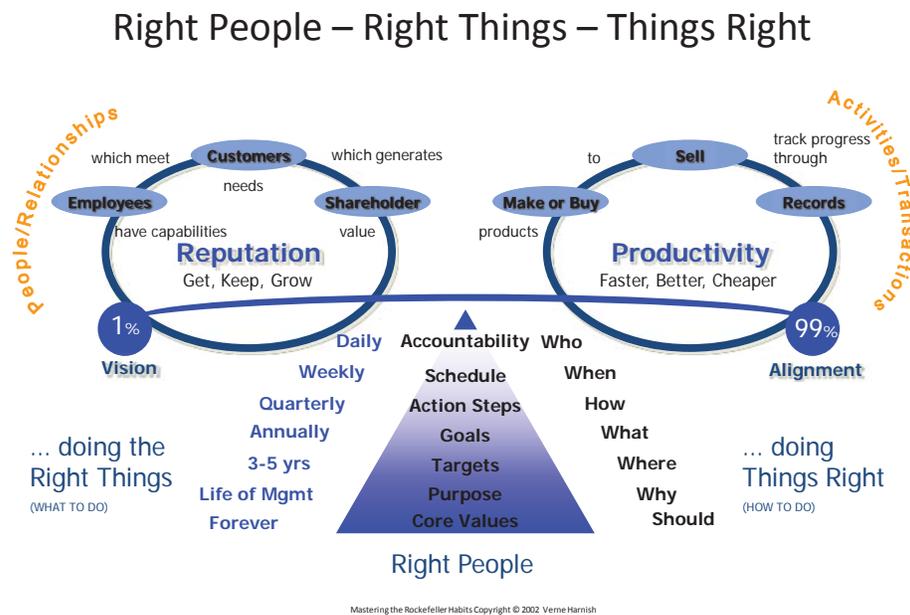
In many cases, you have all the vision in the world. You have huge dreams and aspirations, revolutionary ideas that can change the world (or at least make a tremendous impact on your industry). And yet, you lack the follow-through to make it happen. So you end up lackluster results, half-implemented ideas, and a lot of discouragement.

Fortunately, there's a simple way to avoid that trap. It's the next Silver Bullet, a **Strategic Plan**.

Your Strategic Plan begins here (from the wonderful book, *Mastering the Rockefeller Habits* by Verne Harnish):

**The right people doing the right things right!**

Here's a great diagram to help you see what I mean...



The key to aligning all these critical components lies in one groundbreaking tool: **the one-page strategic plan (1PSP)**.

There are four main decisions, or key questions, your 1PSP helps you address:

1. What Are Your Core Values and Purpose?
2. What Are Your Dreams?
3. What Makes You Different?
4. What Do You Need to Be Focusing on NOW?

Until you have ready, solid, in-depth answers to each of the above questions, you will never be able to put together a long-term strategy that will lead you to your objectives.

It's hard to explain how the 1PSP works until you see it with your own eyes, so I'd like to offer you a FREE 1PSP template. Simply follow the directions in the box below to request yours!

### **BONUS RESOURCE: FREE 1PSP TEMPLATE**

As a bonus thank you gift for reading this report, I'd like to give you a FREE template of the 1PSP you can use in your business. To request it, simply email me at [Jon@TheGoldhillGroup.com](mailto:Jon@TheGoldhillGroup.com), subject line **1PSP Template**, or call the office direct at **(818) 716-8826** and reference this gift.

## **BIG MISTAKE #3: INEFFECTIVE HIRING**

### **METHODS**

Hiring the right people is arguably one of the most important things you can do to support the long-term success of your enterprise; yet so many business owners approach hiring as an afterthought. They put a half-hearted ad in the local newspaper and hope to high heaven they get lucky.

**This is one of the biggest mistakes you can make if you want your business to succeed.**

The Silver Bullet solution to this problem is called an **Employee Acquisition Plan** – and you simply *must* implement one if you want to reduce staff-related headaches, shrink, and waste...not to mention find real, high-quality candidates to take over your business once you decide it's time to move on.

I always like to say that hiring is a lot like fishing: the more fish on deck, the choosier you can be! Here are four simple steps to making it happen...

**1. Write a Brilliant Job Description.** The best way to catch a lot of fish (especially the right kind of fish!) is by using the best bait possible. Most job descriptions are anemic and weak. Make yours stand out! Write your job descriptions in "what's in it for the applicant" language; be specific about the personality characteristics and qualifications needed; include the hours and earnings potential. Here are a couple of samples I've used with great results -- feel free to borrow it the next time you have an opening:

#### **Superstars Only**

Earn as much as \$150K if you're a star. Don't even call unless you're an overachiever and can prove it. Call between 12:00 and 2:00. Telephone Number.

#### **If you're the personal assistant we're looking for, you'll be...**

Driven, successful, and great at selling over the phone

Persuasive, independent when needed, sociable, assertive, and convincing

Pushed, asked to achieve great results, taught about business marketing and ultimately trained to manage a team. Responsible for following up leads and selling to business owners over the phone. Answering calls from clients and prospects, getting marketing letters in the mail, keeping

communication flowing in the office. Ready to sell to dozens of business owners every week. Someone who only accepts the best performance from self and others, and fired up about taking on a long-term challenge to create success in your life and business.

Full-time hours, earnings potential up to \$X.

**If you believe this is you, be ready to show us why when you call before 5 p.m. this Thursday. NUMBER.**

**2. Generate Leads.** When hiring, you've got to be proactive! It's not JUST about writing a great job description. It's about getting that description in the hands of the right people. Here are seven great ways to find quality candidates...

1. Look within your organization first; who can be promoted?
2. Call past high-quality team members and ask them, "Is there anything I can do to get you back?"
3. Post a sign on your door/window.
4. Post an ad in local newspapers.
5. Advertise in trade magazines and publications -- this is a wonderful way to get highly targeted applications.
6. Create a recruiting incentive program and announce it to their team. Give staff members a bonus if they bring in a high-quality candidate.
7. Go to networking events and remember that every conversation is a potential interview.

The point is to recognize how important hiring is to your organization, and to be completely engaged in the process of finding the right fit.

**3. Implement a Pre-Interview Screening Process.** Too many business owners waste unnecessary time interviewing candidates who are not truly qualified. Fortunately, you can eliminate a lot of "dead weight" quickly, just by implementing a simple screening process.

There are two strategies I recommend before you get to actual, in-person interviews...

- **Voice Mail Screening.** Set up a special voice mail box for screening purposes. In your job description ad, have candidates call the number and leave a message BEFORE they even submit a CV. Listen to the responses. Ask the applicants whose messages impress you most to send a CV and complete a psychometric profile. **Here's the exact scripting I recommend you use:**

Hi and thanks for calling [your company], located in [your city, state]. My name is [your name] and I'm the founder of the company.

[Your company] is...

Right now we're looking for a [name of position]. The responsibilities of this position include [responsibilities]. [Your company] will provide [training, development]...

The compensation package includes health insurance, life insurance, and a retirement plan. [your company] is [describe the company and what a wonderful opportunity it will be to work for you and why]. [Your name] is a highly talented, proven winner in the field of [your field]. He/she has [name some of your accomplishments] and will personally mentor the person chosen for this position.

Now, please take just a couple minutes to answer the following three questions. If you want to write these questions down and call back with your answer, you can feel free to do that:

What actual experience have you had...?

What actual experience have you had...?

What actual experience have you had...?

After you've answered these questions, please leave your name, phone number, and address. If you fail to answer these questions, your application will not be considered.

Thanks for calling [your company]!

- **E-Screening.** Instead of a phone message, ask candidates to reply via email and include some specific questions that they should answer, in addition to submitting their CVs. You'll find that a surprising percentage of applicants won't even follow this simple instruction -- which is a fast way to weed them out. Make a shortlist of promising applicants and ask them to complete a psychometric profile.

Depending on the number of applicants and the nature of the job, you might even add another layer of screening: a live phone interview before you get to the final step, an in-person interview.

**4. Bring Them in for a Test Drive.** Now that you've narrowed the field of applicants down substantially, you're ready to invest some quality time in them. Bring them in for a 4-8 hour on-site interview. Get a feel for their personalities. Have them complete an on-the-job task or two. Introduce

them to the rest of your staff. Compare their completed psychometric profiles to the characteristics needed for the job. Create a series of interview questions that you use uniformly for all the applicants who reach this stage, and have them focus on actual past experience as opposed to theoretical future possibilities. Then make an offer to the candidate who impressed you most!

Imagine the time, energy, and money you will save when you have a team in place that performs well. Put in the effort required to make this happen. Your stress level and your bottom line will thank you.

If you need additional help putting together the dream team you need, call me direct at (818) 716-8826 or head to <https://my.timedriver.com/RFSW2> to schedule a 30minute Complimentary Coaching Session. I have dozens of other strategies to help you find, and manage, high-quality employees. Don't neglect this critical aspect of your business for another moment!

## BIG MISTAKE #4: BAD MARKETING

Whenever I sit down with a new client I ask them what they think is the key to growing their business. 9 times out of 10, they tell me the same thing: "We need to spend more time and money marketing our products and services."

My response?

*Hogwash.*

Now don't get me wrong. Marketing is important. In fact, I *love* marketing! I've developed hundreds of successful marketing programs for clients in dozens of industries. But here's the simple truth...

**Trying to grow your business by pouring more time and money into marketing that is already ho-hum is like a boxer who steps into the ring leading with his chin: you're gonna get knocked out almost before you begin.**

Now, you're probably thinking: "But in order to get new customers I need leads. And in order to get leads, I have to advertise...or at least *do something!*"

Perhaps, but in a majority of cases, the answer isn't simply doing more -- it's doing a better job of it.

And that's why you need this next Silver Bullet: **a Tactical Marketing Plan.**

Before I get into the nuts and bolts of improved marketing, let me introduce you to a simple diagram I call **The Profit Equation**. It demonstrates how small, incremental improvements in a few critical areas actually lead to dramatic growth in your business over time.

# Profit Equation Worksheet

<b>Leads Generated</b>	<b>500</b>	<b>550</b>
x	x	x
<b>Conversion Rate</b>	<b>20%</b>	<b>22%</b>
=	=	=
New Customers	100	121
+	+	+
Retained Customers	250	250
=	=	=
Customers	350	371
x	x	x
<b>Revenue/Customer</b>	<b>\$500</b>	<b>\$550</b>
=	=	=
Revenue	\$175,000	\$204,050
x	x	x
<b>Gross Margin</b>	<b>56%</b>	<b>62%</b>
=	=	=
Gross Profit	\$98,000	\$125,695
-	-	-
<b>Fixed Costs</b>	<b>\$50,000</b>	<b>\$45,000</b>
=	=	=
<b>Net Profit</b>	<b>\$48,000</b>	<b>\$80,695!</b>

**Mere  
10%  
Increase**

As you can see, by achieving a mere 10% improvement in each of the areas above, you will reap amazing results! And note that most of the improvements are marketing-related: **generating more leads, improving your conversion rate, and getting existing customers to spend more money with you, more often.**

So how do you do it? There are two vital components.

**First, establish a system for measuring your marketing.**

Every ad, blog post, postcard, or letter should ask your prospect to do something as a direct result of seeing or hearing your message – so that you can track the precise result you get. (This action doesn't necessarily have to be a buying decision – often it's simply the next step in your sales process.) Then, you must measure how well your marketing pieces perform. Once you know which ads are effective and which aren't, you have the information you need to save (and make!) a tremendous amount of money, simply by using those that bring in leads, and disregarding those that don't.

**Second, begin measuring your results by implementing high-impact, low-cost marketing tactics.**

Here are some of my favorites...

**1. Ask for referrals.** If you're like most business owners, anywhere from 50%-80% of your new customers come from referrals and word-of-mouth (if that's not the case for you, you've got some major room for improvement here). And yet, many companies have NO formal, incentivized referral system in place. I've had clients more than double their lead flow by implementing a formal and systematic referral process.

**2. Create a rewards program.** Reward customers for buying frequently! Create a membership or rewards program that helps your customers feel more involved...*and* encourages them to come back more often! Everyone loves to feel like they belong somewhere or get special care just because of who they are.

**3. Invite inactive customers back.** Remember: you can't get what you don't ask for. So send periodic invitations and special offers to customers who haven't been in for a while. You'll be amazed at how much more responsive a list of former customers is than a cold list.

**4. Understand why people leave.** Take great care to track your customers so that you can become aware when they've stopped coming back to you. Whenever you lose someone, see if you can find out why they left. If possible, speak directly with them and ask what you could have done to retain their business. It might be a little painful to hear about complaints or problems – but if one person has had a negative experience, chances are others have experienced something similar. This information will be invaluable as you make systematic improvements in your business to increase retention over time.

**5. Send an email newsletter.** If you want to maintain a relationship with your customers, even when they don't have an immediate need for your products and services, the answer is simple: *communicate with them!* One of the best ways to do this is through email newsletters. Send them interesting, informative articles that they can use in their daily lives. Worried that you won't have time to create a newsletter each month? Check out Elance.com or Guru.com and search for ghostwriters, copywriters, and content writers. You can usually find surprisingly affordable providers who will take the burden of creating *and deploying* your email newsletters on your behalf...so you don't have to worry about it.

## **BIG MISTAKE #5: NO SALES SYSTEM**

Regardless of your industry, one thing makes the world go 'round in business: **sales**.

So if you don't have a sales team that sizzles, you'll struggle mightily.

Poorly managed sales staff and a lack of a systematized sales process is one of the biggest problems I see business owners make. The Silver Bullet that will help you correct this is: **A Sales Management System**.

Here's how to set it up.

**1. Develop Key Performance Indicators for Your Sales Team.** First things first, you need to know what specific numbers your sales team needs to hit in order to make your business thrive. This sounds simple enough, but you'd be surprised at how many businesses fail to calculate these numbers!

Of course, it's not as simple as just setting some arbitrary standard and leaving it at that. To be most effective, you need to base these numbers on actual, past results – so that you're not creating goals that are either so high that they're unattainable, or so low that they don't stretch anyone.

**2. Tie Your Employees' Performance to their Compensation.** When your staff has a vested, financial interest in their results, their output will soar. Some business owners shy away from this, but believe me when I say that almost nothing you do will prove more powerful in terms of increased effort and productivity.

**3. Create an Environment Where Your Sales Staff Can Thrive as Individuals.** Everyone is different. They are motivated by different passions and goals. Effective sales managers understand this, and motivate their people by showing them how reaching their sales targets will help them achieve what they really want out of life.

One of the best things you can do is to have everyone on your staff create a "Vision Book" that outlines in specific, visual detail what they're *really* working for: the car, the house, the vacations, the ability to give to the charities and causes that mean the most to them, the financial security, whatever. I have a FREE Vision Book template I'd be happy to give you – simply follow the directions in the box below to request your own copy.

**BONUS RESOURCE: FREE VISION BOOK TEMPLATE**

As a bonus thank you gift for reading this report, I'd like to give you a FREE Vision Book template you can use to train and motivate yourself and your sales team! To request it, simply email me at [Jon@TheGoldhillGroup.com](mailto:Jon@TheGoldhillGroup.com), subject line **Vision Book**, or call the office direct at **(818) 716-8826** and reference this gift.

Finally, make sure the work environment is positive but includes some friendly competition. Create contests with fantastic incentives. Give generous bonuses when people meet and exceed their sales objectives. Make working for you a rewarding experience – and you will be rewarded handsomely.

**4. Provide Your Staff the Resources They Need.** Make sure your sales team has everything they need to be successful. This includes Customer Relationship Management technology that makes it easy for them to track and manage all their accounts, solid scripting, high quality leads, and ongoing training to help them hone their skills and improve their results.

**5. Hold Sales Staff Accountable for Their Performance.** More than any other department, you need to keep your eye on the sales team to make sure they're meeting their objectives. Review their numbers weekly. Coach them as necessary to help them improve.

## **BIG MISTAKE #6: POOR TIME MANAGEMENT**

Many of the business owners I work with come to me exhausted, discouraged, and at the end of their ropes. "There's not enough time in a day," they tell me. "I'm working harder than ever just to keep my head above water. I know I need to spend more time focusing on strategic growth, but how will I ever find it?"

If that sounds familiar, then this sixth and final chapter is for you. Because if there's one mistake I see entrepreneurs make over and over again, it's mismanaging their time.

Fortunately, there is a simple solution – the Silver Bullet I call a **Time Management Plan**.

Here's what you do...

**1. Learn the Four Quadrants of Effective Time Management.** This framework comes from Dr. Steven Covey's classic book, *The 7 Habits of Highly Effective People*. In it, he posited that there are four quadrants into which all tasks fall:

The first quadrant, **important and urgent**, consists of things you simply must do NOW: a crying child, a fire, and so on.

The second quadrant, **important and not urgent**, is the "quality time" quadrant – it consists of critical tasks that can be scheduled in advance. Working on your business plan, personal recreation, and bonding with family belong here.

The third quadrant consists of **not important and urgent** tasks. These are distractions and interruptions, unimportant emails, tasks, and phone calls that compete for your attention in the moment.

The fourth quadrant, **not important and not urgent**, is the "time-wasting" quadrant: online games, trivia, unproductive meetings and so on.

**2. Track the Way You Spend Your Time.** Your next step is to begin tracking everything you do for at least one business week. Write everything down, either as you do it, or every 3-4 hours. At the end of the day, go back and assign a quadrant to each of your tasks. If you are like most, this will be a very illuminating experience.

**3. Delegate!** I know, delegation is hard for independent, high-charging entrepreneurs who want to make sure everything is done right and don't feel comfortable leaving their fate in someone else's hands. But if you ever want to turn your business into a revenue-producing asset, you simply **MUST** master this skill.

After you're done tracking your time for the week, go through your logs and identify every task you could have given to someone else. Then, begin the process of assigning those tasks to others. It might require that you do some restructuring of your employees' job descriptions (though in many cases, you can hand the tasks over without too much trouble).

This can be a particularly challenging step, so for help, reach out for a Complimentary Coaching Session with me. You can reach me at (818) 716-8826 or go to <https://my.timedriver.com/RFSW2> to book a 30-minute meeting in my schedule.

**4. Fill the Staff Gaps.** You might find that you don't have sufficient staff to cover the workload once you identify the tasks you really should be delegating. That's when it's time to recruit new people. Refer to chapter three in this book for more help.

**5. Use a Default Calendar.** Your default calendar shows you what to do each hour of each day to be optimally effective. You block the most important things in your schedule as an appointment with yourself...so that you can hold yourself accountable and achieve lasting success.

It's easier to understand when you see it, so feel free to email me for your own FREE default calendar. This is one of the most powerful time management tools you will ever use.

## PUT IT ALL TOGETHER

These six Silver Bullets are the building blocks for success in your bullets. After all, even small improvements in each of these areas can mean exponential growth in your profits, cash flow, and free time.

But in order to make these improvements a reality, you've got to do more than just read about it.

### **You've got to act.**

After all, until you convert your knowledge to targeted, specific action, the time we've spent together is vain.

So what can you do to ensure that you get real results you can see and hold in your hands?

Create a specific, itemized action plan. Make sure it's detailed. Implement the Silver Bullets we've discussed here.

And for the help and feedback you need to make sure you do it right...

### **Book a 30 Minute Complimentary Coaching Session with Me... and Explore Your Opportunities for Growing Your Profits Fast**

If you want to grow your business and eliminate the obstacles that are holding you back, I can help you get there.

But don't just take my word for it.

Spend at least 30 minutes with me on the phone, free of charge, and see for yourself if I'm all I claim to be.

Your Complimentary Coaching Session isn't a glorified sales pitch, but a no-hassle, no-obligation, one-on-one conversation designed to provide you with a plan that you are free to use to take your practice to the next level...*even if we never do business together.*

The choice is yours. You can continue struggling away in "prison" week after week, month after month, year after year...

Or you can finally take charge of your business and begin to reap the financial and emotional rewards you became an entrepreneur to enjoy.

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Or you can finally take charge of your business and begin to reap the financial and emotional rewards you became an entrepreneur to enjoy.

If you're ready to see incredible results in your business and life, here's what you do.

Pick up the phone. Call us direct at **(818) 716-8826**, or go to <https://my.timedriver.com/RFSW2> to book your 30-minute appointment directly into my schedule. It's time to unlock a new era of profitability in your business.

To your success,

*Jonathan Goldhill*

Jonathan Goldhill, CEO  
THE GOLDHILL GROUP



P.S. One final thing: besides offering a **100% money-back guarantee** on any services you might decide to engage in the future, I promise I'll never be pushy or salesy. Just like you, I'm a professional who enjoys serving clients. I look forward for a chance to talk with you about your business and goals – and help you put together an action plan that you can implement today.