

# Profit With Purpose program

Module 4:

## Scale Up

FLOORTJE LOPES

F

# Your arrived at the Final Module of the Profit With Purpose!



One of the major qualities of successful entrepreneurs is that they finish what they start. And here you are, right at the finish line of this course! We should celebrate every tiny victory, so take a moment to acknowledge and celebrate yourself. And then quickly dive into the rest of this Module.

This 4th and last module "Scale Up" is one of my personal favorites. Why? Because here is where all your previous work comes together and we are focussing on RESULTS (a.k.a profit!). I will share different effective scalable ideas with you and I will teach you how to make more money with your business while making a big impact.

AND... I want to help you to get a clear and practical plan to actively work on achieving your Leader Goals. So you can make your unique impact on the lives of so many people, while building your wildly successful and profitable business.

## Now let's start to scale your biz!

## Floortje



## Video 1: Growing vs. Scaling

Crucial in the process of scaling is understanding what scaling exactly is and not to confuse it with growing. These are two completely different things! In this video you will learn the difference between the two business concepts and you will gain insight in your own process and which steps are relevant for you to take right now to get to your next level.

**Are you ready?**



In which phase is my business now?

**1** Grade yourself a scale from 1 (= Grow phase) to 5 (= Scale phase).

Grow phase      1      2      3      4      5      Scale phase

**2** Where should my focus be? Fill in the one that is most relevant and crucial for you right now.

**Growing a bit more** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Ready to scale!** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3**

I have proven systems in my business now for:

---

1)

---

2)

---

3)

---

4)

---

**4**

Which parts of my business should be systemized up next?

---

1)

---

2)

---

3)

---

4)

---

(Tip: create a page per topic in a notebook or on your electronic device and start documenting, registering and monitoring all actions you do in a day to get to your wanted results. Be as detailed and specific as possible. When you've done that for a while, you will see exactly which steps NEED to be in your procedures and systems to achieve the wanted quality and outcomes.)







## Video 2: Achieve your Leader Goals

With this video and the excersises I want to help you to get a clear and practical plan to actively work on achieving your Leader Goals. So you can make your unique impact in the lives of so many people, while building your wildly successful and profitable business.

**Just press play to start!**



# 1

The DOS I stated at module 2 is:

---

Grow phase                      1            2            3            4            5            Scale phase

# 2

The Leader Goal that reflects this DOS and makes it measurable is:

---

On (date) \_\_\_\_\_ I have created (result) \_\_\_\_\_  
in (place) \_\_\_\_\_

---

---

---

---

---

---

Remember: plan your sub-goals (€£\$#) BACKWARDS

Month	12	11	10	9	8	7
Sub-Goal						

Month	6	5	4	3	2	1
Sub-Goal						

**To make it easier to stay focused and experience your own successes along the way, we are going to break down your main goal in smaller chunks and create a concrete action plan for the next 90 days. After that you can take this method and template to continue for the next 90 days, and the next, and the next until you crush your Anual Leader Goal!**



## In 30 days I've achieved

---

---

---

Week/ Date	My weekly goal	My Actions
1		
2		
3		
4		

## In 60 days I've achieved

---

---

---

Week/ Date	My weekly goal	My Actions
1		
2		
3		
4		

## In 90 days I've achieved

---

---

---

Week/ Date	My weekly goal	My Actions
1		
2		
3		
4		

# High commitment — Low attachment

3

What feedback and lessons can I find in my biggest failure or mistakes I made up till now?

---

---

---

---

---

---

---

---





## Video 3: Creating More Cashflow

Cashflow is important for both growing and scaling. This is something to remember when your building your empire. In this video you'll explore different ways to make more money with your business, have next level profit and discover which scalable ideas fit your vision to level up your business.

**Let's talk money!**



1

In order to make more money and reach my Leader Goals, what can I do to:

---

1) create more clients

---

---

---

---

---

---

---

---

2) Ask higher prices

---

---

---

---

---

---

---

---

**3) Make them buy more often** \_\_\_\_\_

---

---

---

---

---

---

---

---

**4) All of the above** \_\_\_\_\_

---

---

---

---

---

---

---

---

## **2** What scalable ideas are relevant for my next level and will I implement in my business strategy:

---

- Online program**
- Expand to different markets**
- Expand globally**
- Team / Partner**
- Licensing or certification programs**
- Ad services to your products**
- Membership**

**Some extra ideas:**

- Monthly subscription**
- Service plans**
- Your own software or technology**

**What is my top 2?**

**1)** \_\_\_\_\_

**2)** \_\_\_\_\_

# 3 What are my first steps to create this?

---

1) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_









## Video 4: Become a Master in Sales

Selling & closing is one of the elements for a successful business. That's why we dedicate a whole video to this topic. We want to positively shift your ideas about sales and upgrade your sales skills so you become a master in sales and reach your massive goals.

**Make sure to fasten your seatbelt for this one!**



1

My positive associations with sales are:

---

---

---

---

---

---

---

---

People who pay, pay  
attention

2

What is a *next sell* that I can add to my business model?

---

---

---

---

---

---

---

---

---

---

3

What is a *down sell* that I can add to my business model?

---

---

---

---

---

---

---

---

---

---

**4**

The steps to *nail* it in the sales process are:

1)

---

2)

---

3)

---

4)

---

5)

---

6)

---

**5**

What is the most important thing for me to improve my sales?

---

---

---

---

---

---

---

---

6

Which 3 steps will I implement in my business as from today?

---

---

---

---

---

---

---

---

---

---





# Module conclusion

I want to congratulate you on finishing the complete Profit With Purpose Program. As you heard me say in the program: "Starting something is one thing, finishing is a different ball game". It separates the mediocre leaders and entrepreneurs from the EPIC ones! And you turned out to be absolutely AMAZING! (I knew it.... Otherwise you wouldn't have joined this program, right!?)

Take a moment to think about and write down your biggest insight(s) from this module. When you go over the assignments and notes in your workbook filter out all the biggest realizations or things that stood out to you and write them in the section below, so you can start using them a.s.a.p. The more concrete you define them, the easier to implement in your business.

## My Insights:

---

---

---

---

---

---

---

---

---

---

Don't forget: Implementation is key! So what are you going to do as from today with your new insights and realizations? Choose maximum three actions from this module to start working on.

## My new actions:

**1)** \_\_\_\_\_

---

**2)** \_\_\_\_\_

---

**3)** \_\_\_\_\_

---

PS: I have a special Bonus video for you. It is a personal heartfelt message from me to you. Don't wait any longer to check it out.



## CONGRATULATIONS!

Congratulations on finishing the entire Profit With Purpose training! You took major steps by walking through the 4 modules of this program.

Just keep in mind that consistency is key and that building your wildly successful, profitable and meaningful business is an ongoing process.

No results without action. So be ready to keep taking massive, powerful action to achieve your successful and meaningful brand!

To your fulfilling, next level success,

Floortje



# FLOORTJE LOPES



As a Brand strategist, Business mentor, philanthropist and relentless optimist Floortje is on a mission to help entrepreneurs to become the Leader Brands they deserve to have. With her infinite passion and determination to help entrepreneurs to perform at their best, she motivates them to make a meaningful impact in their unique section of the world while creating the profitable business they desire.

Floortje Lopes helps business to transform into remarkable, authentic and influential brands and is secretly the brain behind the strategies of multiple successful companies worldwide.

For over 14 years Floortje has been working on analyzing, developing, building and growing brands and their enormous impact on our society on a daily basis. It is her passion to combine good strategy with both the psychological and the creative side of brand building.

Besides brand development projects Floortje has helped thousands of entrepreneurs to greater impact, bigger financial success and more fulfillment through speaking, coaching and training programs.

Judging from the opinions and experiences of other people the special opportunity to work alongside Floortje is nothing less than life changing.



Are you an ambitious, vision driven entrepreneur and interested in working with Floortje to expand, grow or scale your brand? Drop the team a message and let's talk.



[floortje@floortjelopes.com](mailto:floortje@floortjelopes.com) | [www.floortjelopes.com](http://www.floortjelopes.com)