The Million Dollar Trifecta: Profit, pricing & purpose

Julie Gordon White, CEO & Chief Business Coach
The WELL for Women Entrepreneurs
Turn to your left and LET’S CONNECT!
The Power of a Trifecta

Profit
Pricing
Purpose
Review
Q&A
Julie Gordon White is an award-winning entrepreneur, business coach, bestselling business author, and TEDx speaker. She has advised thousands of business owners as the founder & CEO of BlueKey Mergers & Acquisitions, through her bestselling book, "EXIT! 12 Steps to Sell Your Business for the Price You Deserve", and national speaking engagements.

In 2012, Julie began living her true passion as the founder of The WELL for Women Entrepreneurs, teaching thousands of women how to crack the code of growing to a million and someday selling for a million through life-changing coaching and training programs.
Million Dollar Trifecta

The Power of 3
THE PROFIT LEG
It’s not how much you make, it’s how much you keep

Pay Yourself First
It's not how much you make, it's how much you keep

Back your way into profitability
Its not how much you make, it’s how much you keep

Automate your income
THE PRICING LEG
Price your way to profit AND purpose

Why high impact pricing is the secret To a transformational Client experience & business
High Impact Pricing Formula

SuperPowers + Transformational Value × 100% Certainty
Price your way to profit AND purpose

Identify Your SuperPowers & Transformational Value
MAGIC QUESTION

“Who do you get the best result for, in the shortest amount of time, that you LOVE to work with?”
Now pick your NEW High impact Price!
THE PURPOSE LEG
The Business Love Triangle

Love Who You Serve
The Business Love Triangle

Serve What you Love
The Business Love Triangle
Serve it With Those that Love Both
LET’S REVIEW
The Power of a Trifecta

Profit
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Purpose
The Power of a Trifecta
Profit
Pricing
Purpose
Hedgehogs Rule
Foxes Drool!
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