



# GROWTH IN YOUR BUSINESS

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## Metrics that Actually Mean Something

Recorded from the Profit Accelerator Challenge. The importance of a critical number and other metrics you need to know.

## Never Lose a Customer Again with Joey Coleman

In this conversation, Joey and I discuss the power of retention and really elevating the customer experience and the influence that has on building a successful and sustainable business.

## How Often a Business Should Rebrand and Remodel

How to know when it's time for a rebrand and how to do it in a way that won't confuse people.

## Master the Wow Factor

Why product mastery ultimately means lifelong customers and 5 most common mistakes you could be making with your ascension model.

## 4 Promo Strategies to Get Your Customers to Spend More

The questions you need to ask for creating a "too good to be true" offer and where you should place your focus to move the needle in your sales.

