

# THE ANATOMY OF A SUCCESSFUL BUSINESS

BY JOE POLISH

## E.L.F. BUSINESS®

EASY, LUCRATIVE/LIBERATING AND FUN

## H.A.L.F. BUSINESS™

HARD, ANNOYING, LAME AND FRUSTRATING

REFER-ABILITY HABITS



RELATIONSHIPS VS. TRANSACTIONS



EXPERT POSITIONING



IMPLEMENTATION



HAPPY CLIENT EXPERIENCES



TEN MINUTE TALKS



DOCUMENT, DUPLICATE, DELEGATE



METRICS & MEASUREMENT



RESOURCEFUL TEAMS



HEART CENTERED VALUE CREATION (FUN)



UNIQUE PACKAGING AND PROCESSES



CONSTANT INNOVATION



A GREAT SALESLETTER



MESSAGE TO MARKET MATCH



CLIENT COUNCIL CHAMPIONS



CURIOSITY (SCHOOL IS NEVER OUT FOR THE PRO)



INDUSTRY TRANSFORMING



FAILURE TO PLAN

COMMODITIZED



RUGGED INDIVIDUALISTS



NO DOCUMENTED PROCESSES OR MARKETING AUTOMATION



GOOD ENOUGH



NO VISION OR STRATEGY



LAME LEADERSHIP



PARALYSIS FROM ANALYSIS



OBLIGATIONS WITHOUT COMMITMENTS



COMPLEXITY



NO CLEAR MARKETING MESSAGE



TRYING TO BE EVERYTHING TO EVERYONE



USES IMAGE ADVERTISING



SCARCITY MINDSET



NO GENIUS NETWORKING®



FEAR OF CHANGE



OPERATE FROM A TRANSACTIONAL PERSPECTIVE

