

265: Geometric Growth in Tough Times

10 Point Checklist

Jay Abraham

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



**"You want to be the one investing in your clients first,
you don't want to wait for them to invest in you."**

JAY ABRAHAM

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Try a pay-for-performance model with my clients, or even with my own contractors. This aligns our goals and that way we are on the same side.
- Start investing in my client even before they invest in me. Find out how I can bring them the utmost value.
- Find out what truly motivates my client, get to the bottom of their heart and soul and what they want to accomplish.
- Never sell my clients more or less of what they're looking for. I should be more of an adviser than a seller.
- Stop referring to my clients as customers – I should think of them as someone I guide, not sell to (hint: using the term “clients” is much better)
- Diversify among my major selling points, so that if there are major changes in one particular source, my business will stay supported by the others.
- Stop focusing solely on acquiring new clients, and start making sure the clients I have are as valuable as they can be.
- Enter a new market, create a new product, acquire a company in my field – all ways to grow my business.
- When working with a consultant – be actionable, not a passive listener, so that I actually see the results I am learning about
- Go to [Abraham.com](https://www.abraham.com) for a plethora of amazing free materials.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/geometric-growth-in-tough-times-with-jay-abraham/>