

How I Drastically Improved My Business With One Simple Tweak

By

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About The Author

David Dutton



David Dutton is author of the book *Internet Empires* which he authored at the young age of 28.

He known around the Internet as the "***most connected man on the Internet***" because of his ability to connect with people such as Kristi Frank from The Apprentice show as well as many other very influential people such as Eben Pagen and David Frey.

He has been making money online since 2004 and enjoys helping others use break from the rat race and start their own business as well as help other entrepreneurs grow their existing business using technology.

With over 100 documented testimonials from clients, his ability to help people market their business better is becoming known throughout the Internet.

His WhoIsDavidDutton.com site has become very popular since giving away his **free video and report** entitled "***How I Drastically Increased My Business With One Simple Tweak***".

When he is not working, he is hanging out with Sherry and watching movies.

Other products from David:
www.MostConnectedMarketer.com
www.CloseBiggerDeals.com

Introduction

This is the transcript of the video that I gave away for free. I hope you enjoy.

Hi, this is David Dutton and in this video I'd like to share with you how I drastically improve my business with one simple tweak.

By the way, there's nothing for sale here. What I'm going to share with you is free and I'm going to show you how I use this concept in my business and any one, it doesn't matter what business that you're in, anybody can use this concept to drastically change their business as well.

So, let's go ahead and get started. First of all, I want to go over is the thought process about your business. There's this thought process that you should have that I have found, after doing business for years and years, that most people don't have and I want to go over a couple of thoughts on that.

No man's an island unto himself, as you know. So I want to share with you some influences so you can understand my way of thinking. I wasn't the first person to obviously think like that but I want to just kind of give credit to some people that you might want to Google, and you may even have heard of.

Also I want to share the answer of how I drastically improve my business with one simple tweak, what the concept actually is, reasons why you should use it in your business. And then I love stories, so I'm going to give you some examples and some case studies just so you can kind of get a visual in your mind of how you can actually use it in your business.

So let's go ahead and get started. And again, by the way, if you are seeing this video and you haven't subscribed to WhoIsDavidDutton.com, if you like this video you can find more like it if you go ahead and subscribe at this website. There's a lot of great interviews and other marketing tips as well.

All right. So the thought process you need to have about your business: you need to think about your lifestyle first. I call this lifestyle design. What this is you need to think about -- a lot of times people get into business for more time or more money and a lot of business owners have neither. So what you want to do

is think about how you want to live your life first. I mean, depending on what you believe, most of us believe that you're going to live one time. So you want to make the best life that you possible can so you want to think about how you want to live your life first.

For instance, I just got back, this is February 2010 as I record this video, and I got back from Gatlinburg, Tennessee with my girlfriend and her family and loved it. In fact, we want to take a trip every year back to this cabin. It was great; it's like three days and so I want to plan that in my life.

Well that costs money. So what you want to do is plan your business around maybe having a trip like that. How much does it cost? How long will you be there? That type of thing. What do you need to do to keep that vacation every year?

Another example: maybe you always like to have nice cars. So what do you need to do to afford a really nice car? Say it cost \$500 a month, what do you need to do to do that? So that's kind of what I'm talking about Lifestyle Design. Start with that first. What you want to do is do reverse engineer thinking.

What I mean by that is, for instance, if you know that you want to sale -- and I'm just going to use this as an example -- you want to sale, you make four sales a month. Okay. And you have a one out of five closing rate. Closing ratio in your business; whatever business you are in. Well you need to do one presentation a day, Monday through Friday, to make four sales a month. So that will get you your four sales a month and that will get you whatever it is that you are going for, whether it be a car or a house, whatever you're lifestyle -- whatever you want in your lifestyle.

So, you want to reverse engineer that. Start with the end in mind first and then go through that. Now I wasn't the first person to come up with. A couple people influence me: David Bullock at DavidBullock.com -- he's a personal friend of mine. He lives in Murfreesboro, Tennessee and he taught me about breaking things down, having smaller goals.

Let me give you an example, this is really profound. It's simple, but profound.

Say your goal is \$100 a day or \$3,000 a month. Well what you want to do is break down what all that adds up to. For instance, if your cell phone is \$130 or your mortgage is \$795 a month. You break it down and then you add it all up to

whatever it is, \$3,000 a month. That's your current lifestyle. David Bullock would talk to me about creating little projects that fund whatever it is -- those little projects are like starting a project just to pay your cell phone bill. Different things like that.

Frank Kern, he's a big Internet marketer. He was big on lifestyle. He did a video called Core Influence. It's is really, really profound.

Tim Ferris, Four-Hour Work Week. You have probably heard of him.

Dan Miller is a personal friend of mine as well. Dan Miller: 48 Days to the Work You Love and he lives in Franklin, Tennessee. He was in my book I wrote called Internet Empires when I was 28. He's really big on lifestyle. He works from his home, he actually has a converted barn that he turned into an office; it's amazing. He just had a massive influence over me.

So let me get to -- actually I'll go ahead and keep that up. So let me get to what exactly is the one simple tweak that I made in my business. Well I started the process of -- ready? Mind Mapping. That is the tweak that I implemented in my business that drastically improved it.

Now what is mind mapping? Well let me share with you that you're actually witnessing a mind map as we speak. This whole concept right here, this whole thing is a mind map. And it's just a visual to-do list. And you say, "Oh wow. That's not really sexy or anything like that." Well this can drastically improve your business as well if you implement it.

I started mind mapping in 2007 and I started mapping out all the processes in my business and when I got a plan, my income went up dramatically or drastically as I said. But what I would do I would slowly -- I would start planning out, I would mind map projects.

If I would start a project, I'd say okay what does it take to get someone to hand me their Visa. So that's how I would do it. I would map it all out, just as you see here and I could go even further if I wanted and have more blocks or more lines, that type of thing. But you get the point.

So let me give you some reasons why you should mind map, okay? All right. You know what you need to do to achieve your wanted lifestyle. So let's just say you have -- this is your lifestyle, this is your main point. Well you map everything

out, okay. Just like I've mapped out what I was going to share with you today. You map out what it takes to make money in your business. What do you need to do and not only to make money but also make the amount of money that you need to support you and your family. Okay?

So that's what a mind map does. It helps you develop a system for your business, which helps you build a team. If you really want to make really good money you've got to build a team and outsource different things, whether you have an Internet business or an off-line business. Okay? You can't do everything yourself. You want to focus on what is good -- I'm sorry, what you're good at and farm out the things that you're weak at.

Having a mind map helps you process all this. You know exactly what's going on and who is working on it. All right. It gets it out of your head so you can see the whole plan. When you have everything mapped out, I can't tell you, you just to experience it yourself. When you start mind mapping and you get the project out of your brain and into a mind map it's so freeing. It helps you relax and you don't have to think about it, you just look at your mind map and boom there it is.

So you can see the entire plan mapped out and all you have to do, it's like a Paint By Numbers. All you have to do is basically just follow the plan that you just laid out.

Speaking of following the plan, it keeps you focused. You know exactly what you're doing. For instance, if this is your marketing, this is your business right here, and this is your marketing and these are two of the marketing things -- I'm just making this up right now. These are let's just say you made a mind map about your business and this is called marketing and these are two marketing strategies that you're implementing. Well all you got to do is follow those plans. So it keeps it focused on your marketing, which gets you more sales, which helps you grow your business and provide the lifestyle that you need.

It helps you save money on marketing. When you know what you're focused on you're not going to go out and just blow money more because it's not part of your plan. So if you map it out first, this is what I'm going to do for the next three to six, nine months and I'm going to stay the course, then you're good to go. You're not just going to go and start spending money on things that do not fit in your plan.

Lastly, it's free. In fact, actually if you go to DiscoverFreeMind.com then actually

there's a link right below this video you can download a free software and start creating your own mind map and you could -- it will have a dramatic impact on your business. Like I said, it's free. This does not cost you any money at all and I can tell you, you can drastically improve your business as well.

All right. So let me first get this back over. So let me give you some case studies and some examples.

Say you have a website. Okay I'm going to do -- online and then off-line example. Say you have a website and you sale a certain product, okay. Or you make money somehow on the website. If you want to increase your income you need to increase the traffic on your website. That's one thing that you need to do. Real simple, if one of a hundred people come to your website and buy from you then if you got 200 visitors a day you can make two sales instead of one. Pretty simple.

Basically what you want to do is again start with your lifestyle and then reverse engineer it. What do you need to do to get those X amount of sales that you need to live your lifestyle?

So you need traffic plus sales equals lifestyle. So you just kind of reverse engineer this. I need to make \$100 a day, which is \$3,000 a month. So on average X amount of people are buying from me right now. So in saying that I need X amount of visitors to my website. Then you can make out, do a whole mind map on exactly how you're going to get traffic to your website. That's what you follow; real simple.

Let me give you an off-line example. Off-line being not on the Internet. I have an acquaintance that does \$1 million a year in insurance. He's the second highest salesman in his company. I can't give you his name; he lives in California though and I can't give you his company either but basically he gets 16 referrals every single month. The way he does that, he found out that 20 percent of his database will refer him one person a month if he sends them a birthday card. That's all he does.

So he's got it like clockwork to send 2.3 birthday cards -- he needs to send about 1,000 a year. That's basically how he grows his business and he makes \$1 million a year. He gets 16 referrals every single month. So what you can do is you find out how much you make on your average customer and then you figure out how many prospects that you need to talk to in order to make a sale and then how

many sales you need to make to live a certain lifestyle.

So that's kind of an example of an off-line business owner, what he does. And he just found that out. So what you can do is map all this process out of exactly what you're going to do and you could even outsource it and have other people do part of the work for you so you can focus on the brainstorming and the marketing more than the tedious stuff and that's what you get paid on is the marketing and the intellectual property.

So, again, I hope this video has been very helpful to you. I can't make you do this but I can tell you if you will implement mind mapping into your business, you will see a drastic increase in your business simply because of a lot of these factors right here that I talked about: getting out of your head, putting a system together, know what you need to do to live your current lifestyle, it keeps you focused, helps you save money so you're not spending it on frivolous things.

If I can do anything else for you, please let me know. You can contact me at WhoIsDavidDutton.com and I would love to help you and I'd love to hear from people that have watched this video or read the accompanying report and let me know what it has done for your business and your overall thoughts.

Thank you for your time. Take care and God bless.

