

# Cracking the Mindset Code:

How to Make Your Thinking More Profitable

Geraldine Carter | May 2023

# Updated Slides

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**When was the last time...**

**Hours + Revenue = Hamster Wheel**

# You've tried:

- More clients
- More staff
- New technology
- More clients to pay for staff & technology

**The more you work,  
the less you make.**

# Overview

- The less I work, the more I make
- Three client examples
- A reliable first step

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the less you make.**



# The more you work, the less you make.

- Long hours = **less efficient**
- Tired brain > **more mistakes**
- Less energy = **lower value tasks**
- Inefficiencies remain unaddressed > perpetuate & **magnify**
- Fragmented calendar = **pick up / put down**
- **Hire** late, and **badly**, and insufficient time to train
- High staff **turnover**
- **Don't do hard things** that grow business

**The less I work,  
the more I make.**

# The less I work, the more I make.

- Bigger, better, faster **results**
- Work **ahead**
- **Accessible**
- Better **experience**
- Intentional growth pace = **free time**
- Fresh mind = **more efficient**
- Always and forever **solutions**
- Prioritize **high value work**
- **Delegate** better
- **Well-fitting staff**

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# Real life examples

# The less I work, the more I make.

- Clients get bigger, better, faster results, when I work less.

## Fractional Controller & CFO for 10,000-acre farmers

### **Bigger better faster results:**

- Build out B/S
- Separate 3 years in P/L
- Ahead



# Tax Planning for 7 & 8-figure Architecture Firms

## **Clients value access, not *hours*:**

- Available, responsive
- Open line of communication
- Consistent

# Cashflow & tax planning for 6 & 7-figure consultants

## **Pace to protect free time:**

- Onboard only when space
- Systematize, optimize, automate
- Delegate

# Review Question:

More profitable thinking includes:

- A. Clients value access, not hours
- B. Clients get better results, the less I work
- C. The less I work, the more I make
- D. All of the above

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- Propose the new offering



**Put it all together**

# Put it all together

- The less I work, the more I make
- Three client examples
- A reliable first step: 3 tier offering

# Questions

# More Info

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