

JANE HAMILL

The 3 Statement Process That Will Help You Focus on Profit so You Can Actually Do Less Work and Make More Money

This sheet goes with [the Podcast](#): *Stop Doing Things That Don't Make You Money*

Hey – I'm Jane Hamill. I work with all kinds of entrepreneurs – mostly product-based business with creatives as the force behind the brands.

I'm a former clothing designer so I KNOW WHAT'S IN YOUR HEAD. In fact, my head IS your head.



Let me guess...

- You'd rather create stuff than work on the business side.
- You're afraid you'll get bored if you focus too narrowly.
- You're probably sick of working so hard and not making what you want to make.
- You just think it SHOULD be easier.

Sound about right? Then do your assignment. Listen to [the Podcast](#) and work on these 5 statements. Take 10 minutes and DO IT NOW, OK?

THE FIVE STATEMENTS

- 1) Figure out what specific activities you do that make money (be specific)
- 2) Figure out what products are the high margin products – profits (not just sales)
- 3) Determine WHO is the customer that buys the high margin products (this is your ideal customer)
- 4) Match your activities from #1 with #2 & #3
- 5) Focus all your attention on making these people happy (the #3 people – your IDEAL customers)

Also...

Wake up every day...

Ask yourself... ***"What can I NOT do?"***

“Do I really need all these social media platforms?”

“What do my Google Analytics say?”

“Have I asked my customers how they found me?”

You can do this. You can do less work in order to make more money.

- Jane

P.S. When you're finished with this “assignment” [click this link](#) and let me know what you learned, ok? I want to know if this helped you or if I'm wasting my time giving away free stuff.

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