



## How to Create Your Tipping Point

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In his book, *The E Myth Revisited*, Michael E. Gerber said "It's been said, and I believe it to be true, that great businesses are not built by extraordinary people but by ordinary people doing extraordinary things." His statement couldn't be more true especially for the small business owners. What you find in successful small business owners is that they create extraordinary results by creating a system, a way of doing things consistently, which produces their tipping point.

A tipping point is that moment when something reaches a critical mass. Applied in a business context, it can also be seen when the line on the chart starts to shoot upward.

When you have a systematic way of doing things, you start producing efficiencies. You begin to look at your business as a whole, not just pieces.

To illustrate this point, I was recently facilitating a meeting. There was some discussion over several programs: An orientation program, an Introductory 101 Program and an Introductory 201 program. The classes were viewed as separate programs with haphazard marketing to go along with it. I suggested that it would be helpful if we started systematizing the programs as they fed into one another. As we looked at the start dates for each program and viewed them more as more as a funnel – a way that people in the organization navigated the programs, it became clear we needed to make some changes. Once the programs were put into an order or flow, the team realized exactly what needed to be marketed, when it needed to be marketed, and the resources in the entire organization began to be leveraged. Ideas were tossed around and each person began to see how announcements could be made at other events and how to better utilize the article marketing plan. It became more of a systematic process to fill the programs.

Creating your tipping point may be easier than you think. If you have a business that offers programs and services, write down all of your program and services. Then, place all of the programs on a 12 month calendar identifying specific dates you hold your programs. Plug in all of your marketing initiatives. Start filling in any marketing gaps. In some cases, you may need to rev up your marketing.

When you identify that systematic schedule of events and have aligned marketing, it helps to develop your consistent internal system. When your prospects see consistency in your marketing messages, they start developing trust and are drawn to your programs. Systematizing sparks momentum and that momentum helps you create your tipping point.

If bringing in your critical mass of clients is not a reality for you yet, then we have to change that ASAP. My own step-by-step, turnkey, easy to implement system is available to you. The Entrepreneurial Edge System includes everything you need to know to fill your business quickly no matter how long you've been in business. All the tools, models, scripts, templates, and examples are handed to you in the 3-Day Intensive in an easy to implement format, that's why my clients have gotten such great results from it. You can tap into it, too, at <http://www.entrepreneurialedgesystem.com>

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