



The Million Dollar Trifecta: Profit, pricing & purpose

Julie Gordon White, CEO & Chief Business Coach
The WELL for Women Entrepreneurs





Turn to your left and LET'S CONNECT!

The Power of a Trifecta

Profit

Pricing

Purpose

Review

Q&A

A person wearing a light blue denim jacket over a black t-shirt is holding a large black-framed sign. The sign is white and has the word "Agenda" written in a bold, black, sans-serif font in the center. The person's hands are visible at the corners of the sign, gripping the black frame. The background is a soft, out-of-focus green, suggesting an outdoor setting.

Agenda

Julie Gordon White



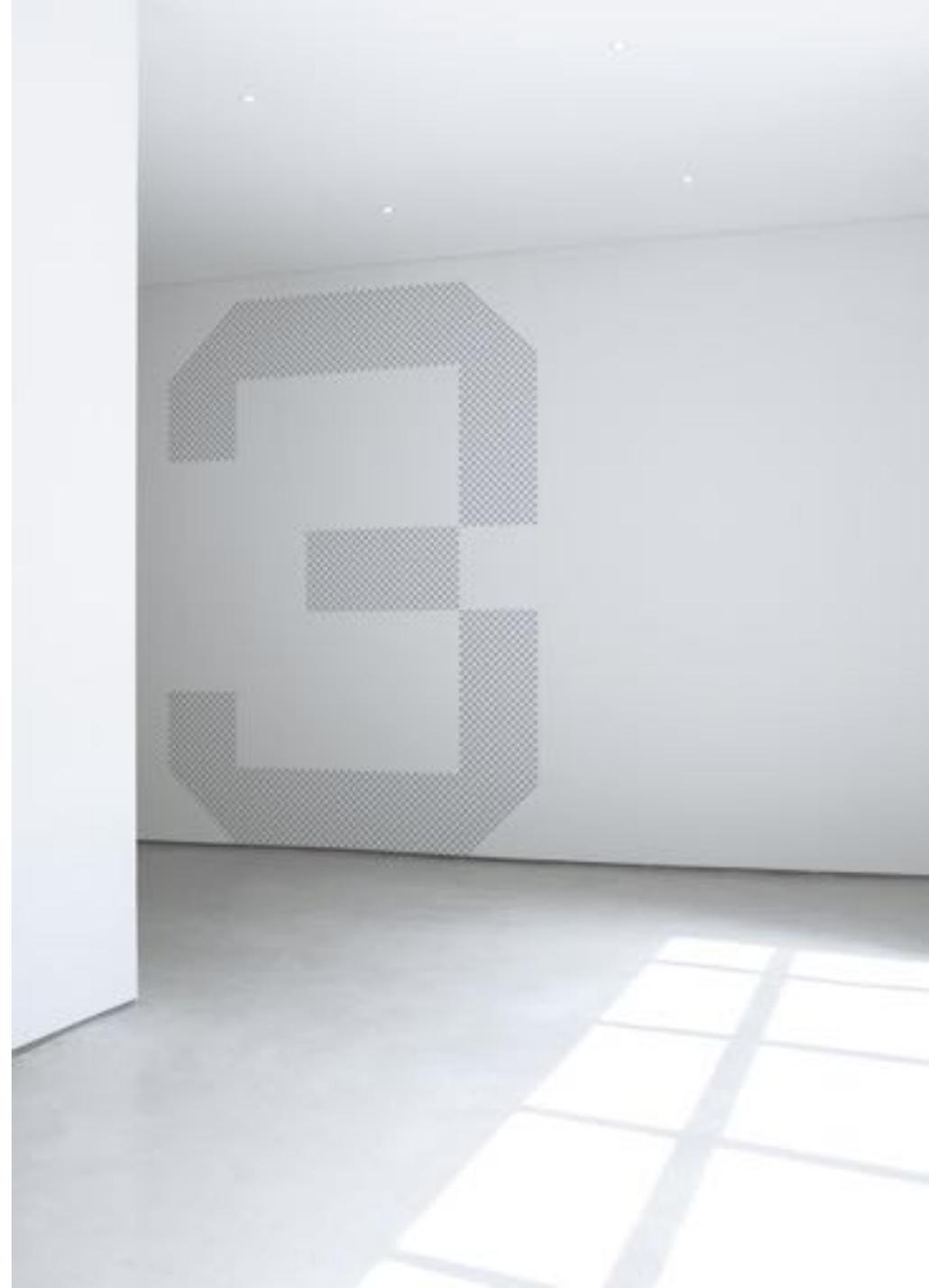
Julie Gordon White is an award-winning entrepreneur, business coach, bestselling business author, and TEDx speaker. She has advised thousands of business owners as the founder & CEO of BlueKey Mergers & Acquisitions, through her bestselling book, "EXIT! 12 Steps to Sell Your Business for the Price You Deserve", and national speaking engagements.

In 2012, Julie began living her true passion as the founder of The WELL for Women Entrepreneurs, teaching thousands of women how to crack the code of growing to a million and someday selling for a million through life-changing coaching and training programs.



Million Dollar Trifecta

The Power of 3





THE PROFIT LEG

Its not how much you make, it's how much you keep

Pay Yourself First



**Its not how much you make,
it's how much you keep**

**Back your way
into profitability**



Its not how much you make, it's how much you keep



**Automate your
income**



THE PRICING LEG

**Price your way to
profit AND purpose**

**Why high impact
pricing is the secret
To a transformational
Client experience &
business**





High Impact Pricing Formula

SuperPowers

+

Transformational Value

x

100% Certainty

Price your way to profit AND purpose



Identify Your SuperPowers & Transformational Value



MAGIC QUESTION

“Who do you get the best result for, in the shortest amount of time, that you LOVE to work with?”



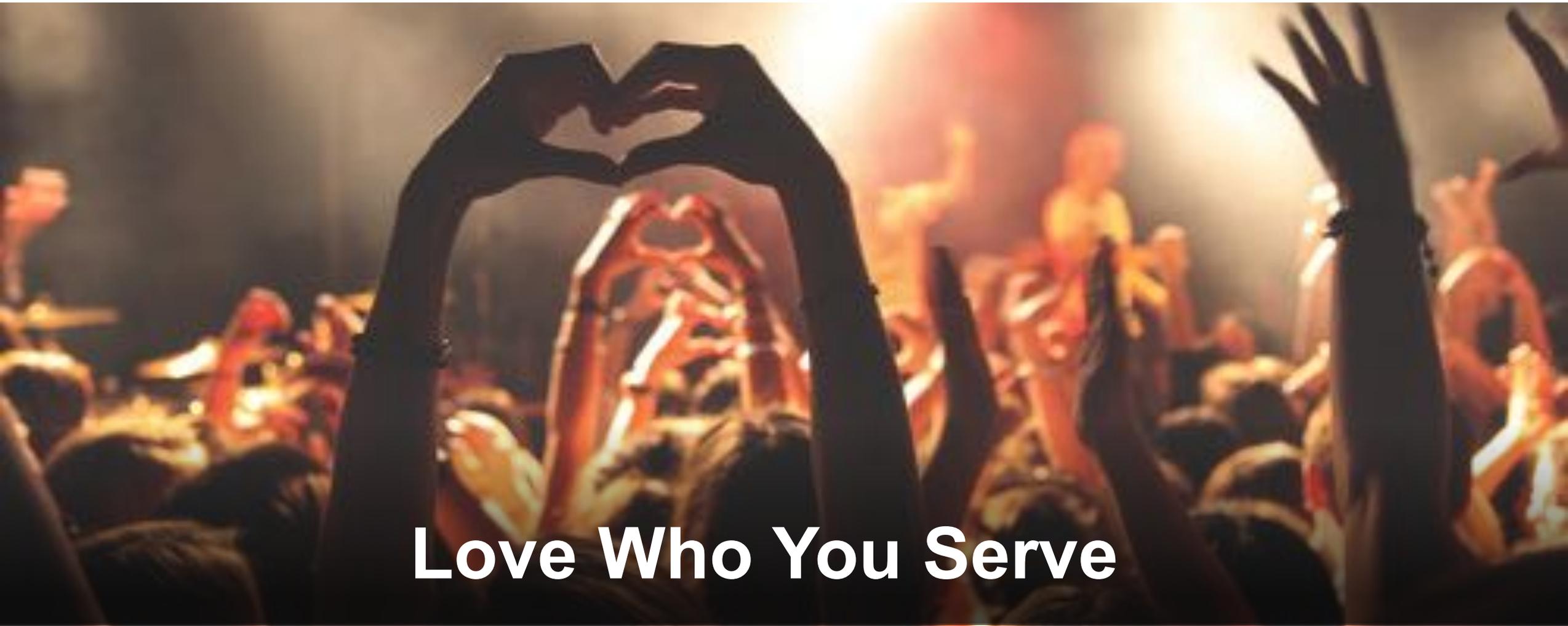
**Now pick your NEW
High impact Price!**





THE PURPOSE LEG

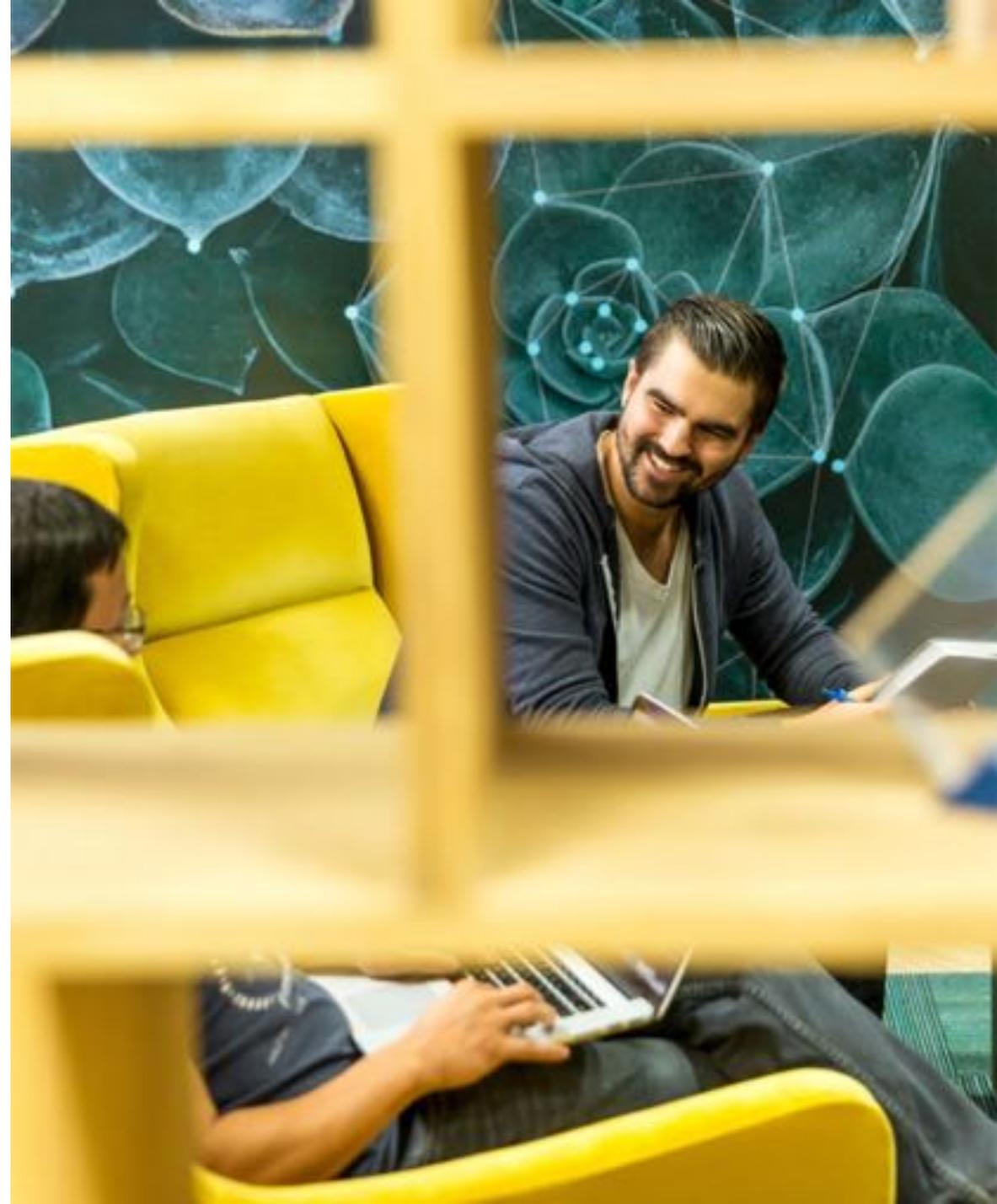
The Business Love Triangle



Love Who You Serve

The Business Love Triangle

Serve What
you Love



The Business Love Triangle

Serve it With Those that Love Both

PASSION LED US HERE





LET'S REVIEW

The Power of a Trifecta

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**Hedgehogs Rule
Foxes Drool!**

Image Credit: Andia/Getty Images;
GlobalP/Getty Images via BusinessInsider.com

Julie Gordon White



Help?

www.ScaletoaMillionSession.com

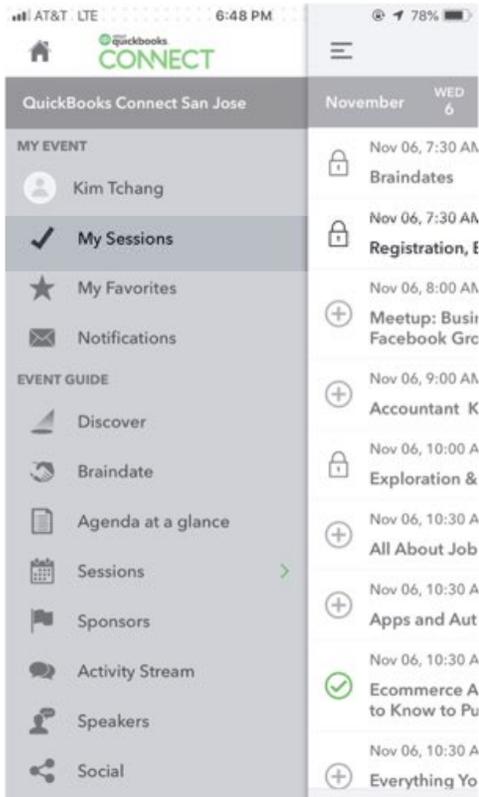


Questions?

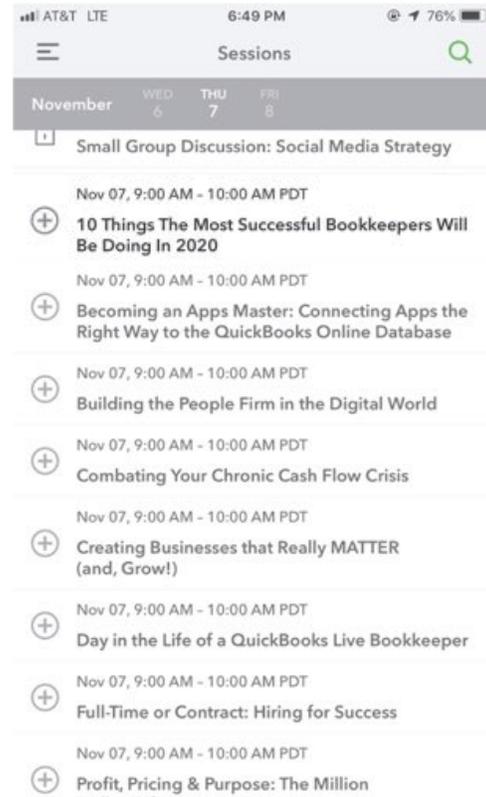
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

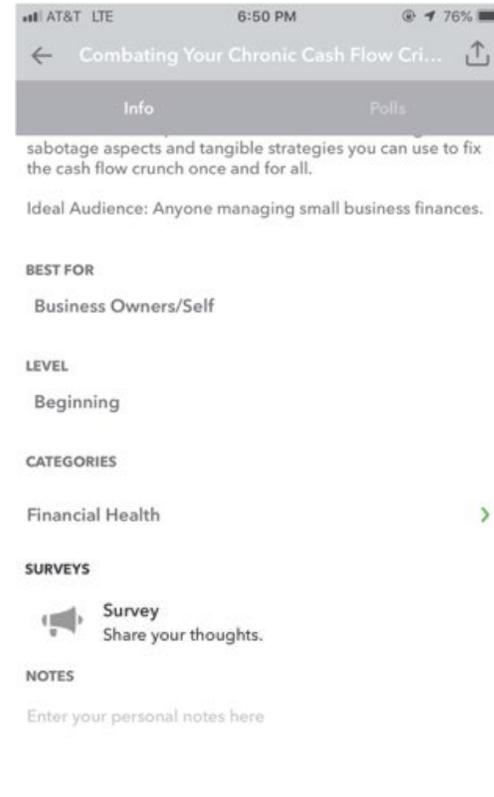
1. Select Sessions



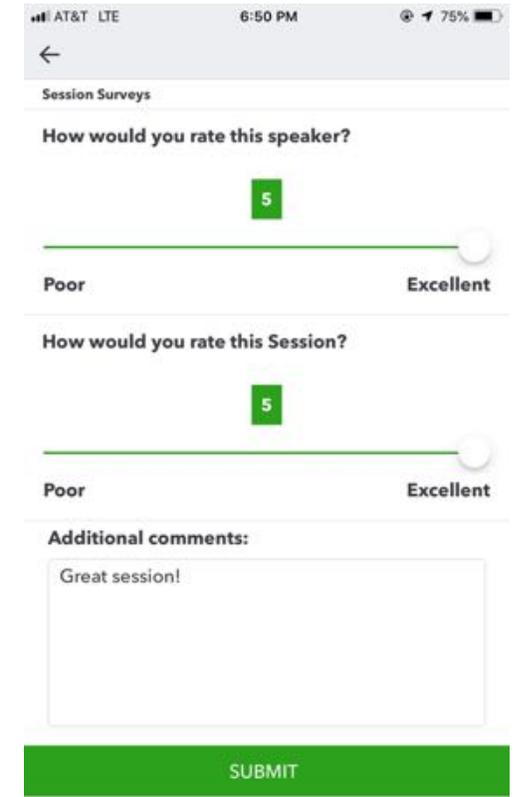
2. Select Session Title



3. Select Survey



4. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7, 2023. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for 'November 6: Accountant Day', 'November 7' (the active date), and 'November 8'. A 'Print Agenda' button is also present. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. The agenda items are listed with their respective times and titles:

- 7:30-9:00 am: Registration, Breakfast & Exploration
- 7:30-10:30 am: Braindates (New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#). Best for: All Audiences. CPE Hours: not eligible)
- 8:00-8:30 am: Yoga
- 8:00-8:45 am: Breakout Sessions
 - Small Business Meetup: Relationship Marketing and the Power of Human Connection
 - Small Group Discussion: Social Media Strategy
 - Small Group Discussion: Showing up - Why What You Wear Matters
 - Small Group Discussion: Build Your Dream Bookkeeping firm

 **CONNECT**

OWN
THE
FUTURE
TURE