

Wealth & Kingdom Expansion

**7 Techniques/Topics to Grow Any Business & Fund
Kingdom Work**



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LivingHope.com/finance
8+ Sessions on Kingdom Finance



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LivingHope.com/finance Topics

- 1) Secrets of a Trillionaire
- 2) Kings & Priests - Your Role in the Kingdom of God
- 3) Generational Wealth & Impact: Does it matter?
- 4) Spiritual Warfare in Finance - How to Overcome
- 5) How to Unlock Wealth Stored Up
- 6) At the Feet - to become the head
- 7) Bringing Glory to the Father through Money
- 8) Ask for more



Today's Topics?

- 1) ReverseOnlineProfits
- 2) Start With End in Mind
- 3) Momentum
- 4) 3 Pillars to Growth (2x)
- 5) People
- 6) Know Thy Numbers
- 7) Leverage



Why Are You Here?



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Why Am I Here?



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Give
Equip
Empower

So you can... Give, Equip,
Empower (Glory to Father)



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First, Who is Jeff Usner?

- Made my first million by 29 – stupid spending – *not much left soon after*
- Since then - Generated \$100 Million+ Revenue in Businesses
- Highs/Lows
 - Was stressed out – High overhead
 - Programming nightmares...
 - Actually stopped taking any salary from one company for extended time



Lowest Point in Life...2007

- We were over \$285,000 in debt
- No salary & didn't know how I was going to feed my family
- Lost my son James & I almost died
- Came home from office depressed & frustrated – Dropped to my knees



Made a Decision in 12/08

- I decided that I could **no longer** use the excuse “the internet is too techy” – My back was against a wall & I had to take action
- Started to acquire some ***new skill sets***
- All **part time** in December (Goal was \$100/day)
- Without any staff helping me



Struggled...

- I had success in my past, but still struggled with online marketing.
- Nothing Worked
- **Overcomplicated** 'success'



June 2009

Sitting at My Desk...



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ReverseOnlineProfits

- DEBT FREE & \$5 Million Revenue in 12 Months
- Since then, Used this Same System:
 - Generate \$100 Million+
 - Buy, Grow & Exit Companies
 - Aramis/Aimtell/PushPros
 - PALuxuryRentals.com
 - GrandviewFarms.com
 - STRDigital.com



Not telling you to Impress you
Maybe You'll Listen

(Experience or Lesson?)



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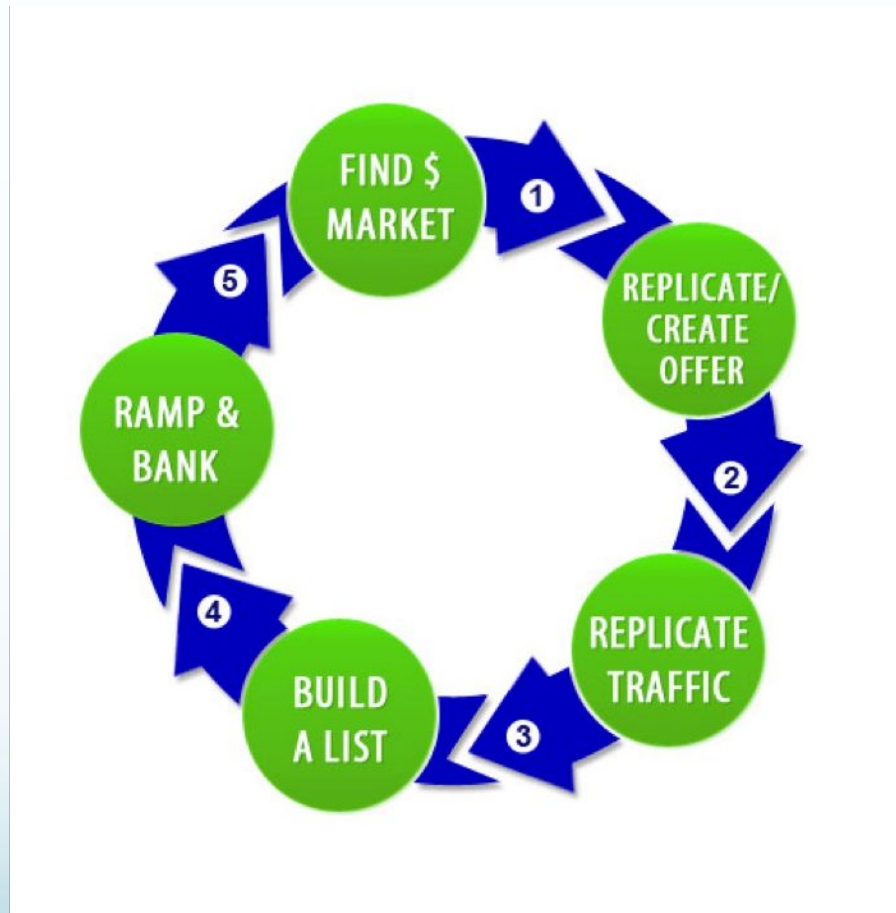
The Process

Reverse Online Profits™

...Good news, 'so easy to do, my kids are using it'



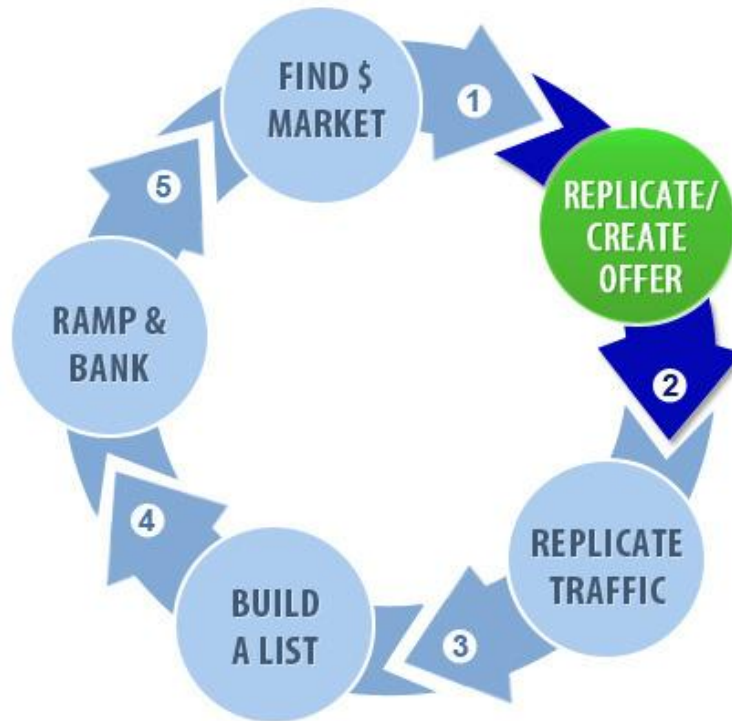
Quick Overview: 2009-2023 \$100 Million+



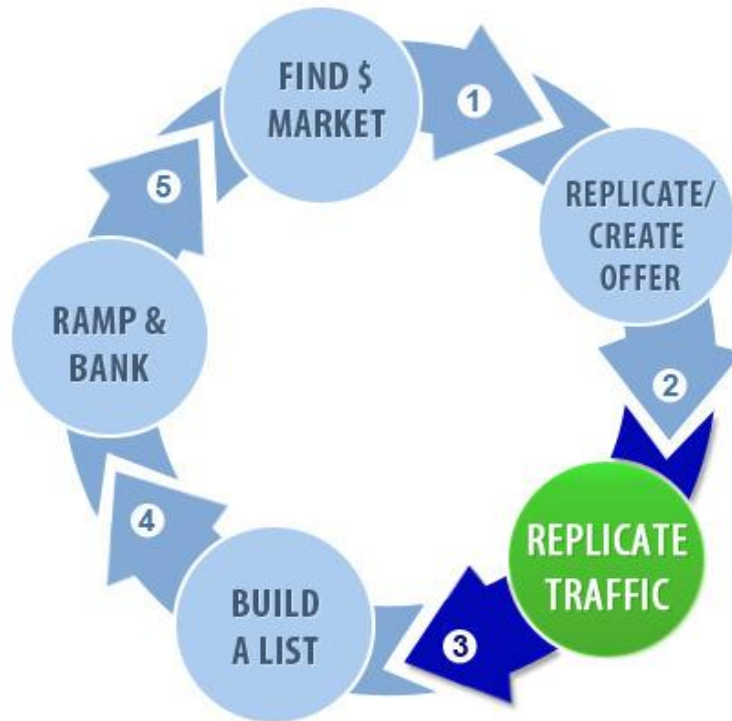
Find a Money Market/Identify Competitors



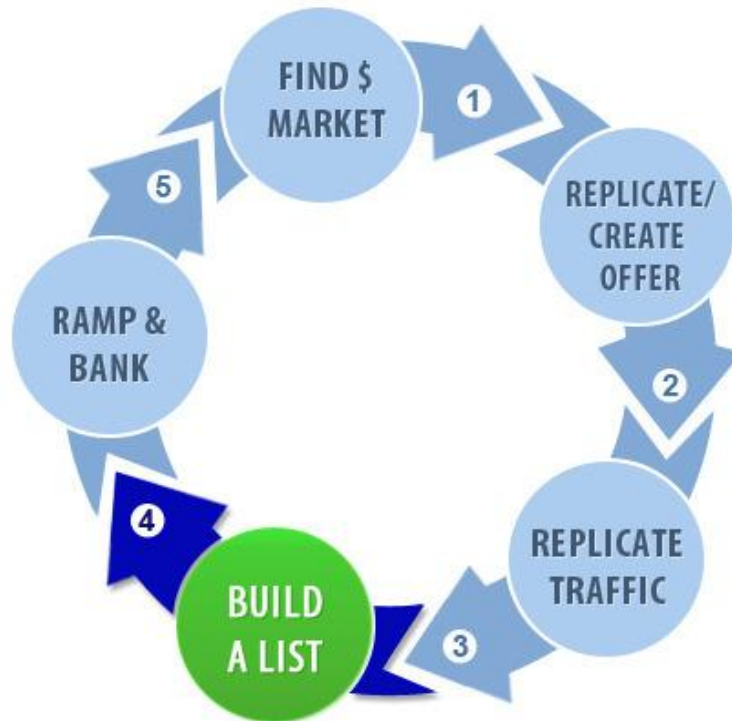
Replicate/Create Offer/Funnel



Replicate Traffic / Marketing



Build a List (Buying/Non buying database)



Scale...Ramp



Find Market/Product/ Identify Competitors



Key Questions:

- What Problem Are They Solving?
- Who is ideal client?
- Can I improve on product?
- Can I create relationship with competitors?
 - Aramis Interactive – Competes Against Many
 - Buy/Sell Traffic to Most
 - Offer Other Services to them (Pushpros)



Key Questions:

- What Location Are They In?
 - Geographical (Logistics)
 - Digital (More to Come)
- Is There An Expert Who Can Help Me?
 - GrandviewFarms.com – Our Beef Brand – “Bill”



Green Light System

- 1) High Traffic Product/Offer
 - 1) LinkedIn – real company? Staffing?
 - 2) Website traffic?
 - 3) Multiple Media Sources?

- 2) Longevity?

- 3) Can I do it?



Orlando



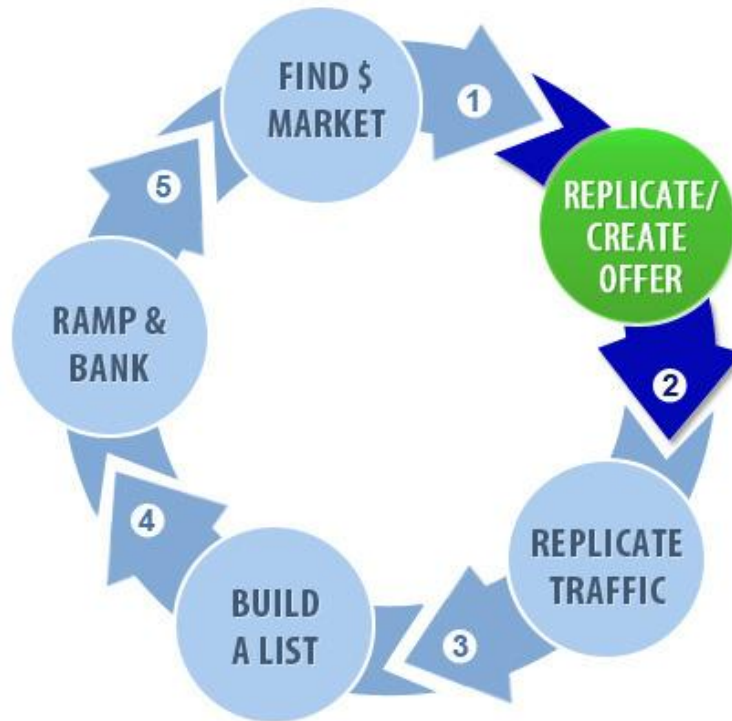
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ResortStyleVacationHomes



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Replicate/Create Offer



Key Questions:

- Can I offer similar offer?
- If not, can I buy a business or start a relationship to offer the offer?
- When looking at ads, who does the marketing speak to?
- Who is the ideal client?



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Key Questions:

- Have I bought from my top 3 competitors?
 - We stay at 5 Star Luxury Hotels – Short Term Rentals for “Research”
- Have I returned?
- Have I been through their buying funnels/process?



Key Questions:

- Can I look outside my market for similar competitors?
(Geographical)
- What's their pricing?
- What problem solving? Can we do it? Better? Faster? Easier?
Higher Quality?
 - Example Airbnb's –
 - Our Approach
- What's their legal agreement? Why?
 - Maybe dealt with something you haven't yet.



Key Questions:

- How Many Employees on Linked In?
 - What Positions?
- Look at Relationships on LinkedIn and Groups
- What's their Goal? Exit – or Scale and Stay?



Key Questions:

- Legal Stuff – Terms, Conditions, Guarantees, Promises, etc...
- What's their legal agreement? Why?
 - Maybe dealt with something you haven't yet...
- Selling Businesses – Looked at others being bought – what was key? What created more value? Higher multiple?

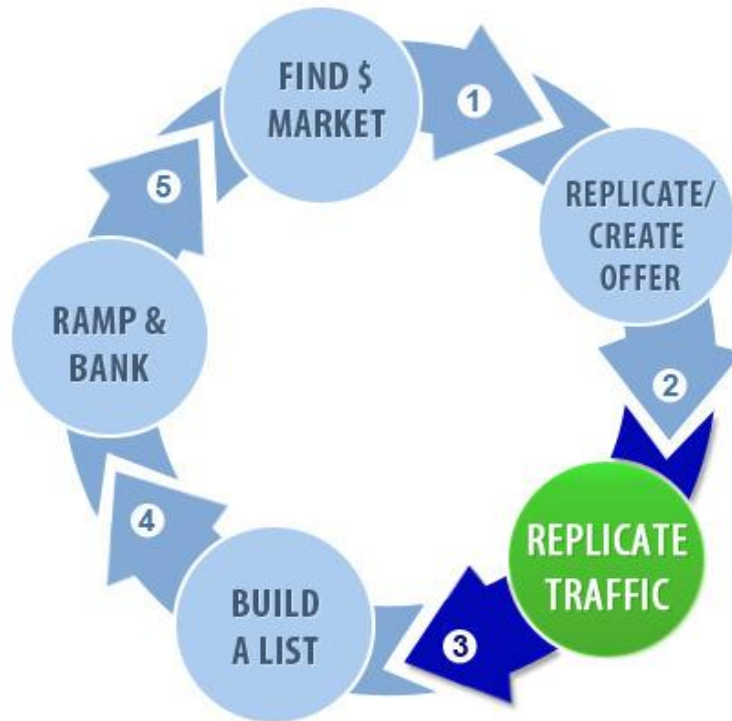


Key Questions:

- Buying a Business
 - If I can't make it – or
 - Takes too long?
 - Speed to market place –
- Can I buy it? Can I do it with terms over time?
- Can I put little money down – and pay off with income from the asset?
- What other benefits in buying? Database?



Replicate Marketing/Traffic

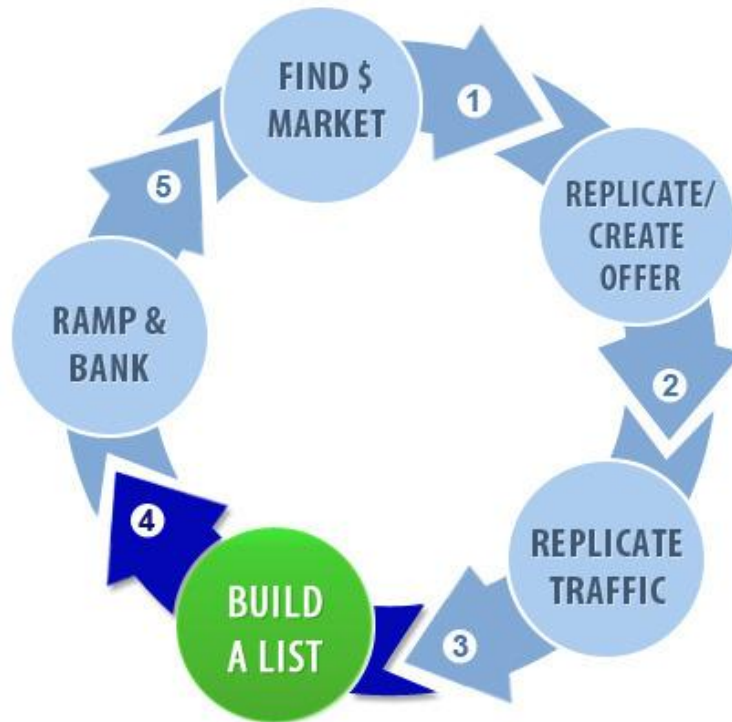


Key Questions:

- Who do they work with – Websites, Google, Facebook?
- What does their Website do?
- What ads do they run?
- What are strategic referral relationships?
- Who are their ‘partners’? Why?
- What Budget do we have to market?
- What’s our margins? LTV?



Build a List & Database



Key Questions:

- Build a Facebook Group
- Build an Email List
- Texting
- Clients/Referrals
- Host Beneficiary Relationships – Who else already selling to my clients?



Scale...Ramp



Key Questions:

- How do we build loyalty?
 - Discounts over time? Repeat Discounts? Special Rewards
 - **(PushPros – Rewards Program Best of the Best)**
- What other problems can I solve for my clients?
- How can I add more value to what we do already?
- How can I hire the right people? Person?
- What process is needed? Systems? Duplication?



Key Questions:

- Can we charge more? What else can I offer that they will buy? (Solve problems)
 - PALuxuryRentals.com – Offer More Properties
 - We Own
 - We Create Relationships to Offer Other Properties
- How can I maximize this asset?



Key Questions:

- How do we improve?

People, Product, Process

Marketing, Sales, Customer Relationships, **Referrals**

- What process is needed? Systems? Duplication?



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Another Example

- One of Our Businesses: PALuxuryRentals.com
- What problem can we solve?
 - Where to stay?
 - What to do?
 - Where to eat?
 - What will we do?
 - Can we get food there to start?
 - Babysitting?
 - Housekeeping?



What Problem Can You Solve In Your Market?

- Solve it or Find a Problem and Solve it
- If You Can't 'Be the Solution' – 'Refer the Solution'
- LeadPages.net - GetResponse.com – Aweber.com –
Mailchimp.com



Prayer & Obedience

- From Plumbing, Lawsuits, to Multi 8 Figure Transactions & Beyond
- Waiting...
- Listening



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Multitude of Counsel

Proverbs 11:14

- Prayer – Brother Harry Gomes
- GrandviewFarms.com – Beef/Bill
- STR Team
- Legal & Financial Team
- Mowing Yards/Property Maintenance



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The End in Mind

What do you Want?

- You must get clear – is it a financial number?
- Is it a lifestyle?
- Is it service/giving oriented – if so, how quantify?
- What do you want to invest your time into?
- What are you passing to next generation?



Aimtell Story



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Guard Your Time & Focus

**If You Don't, Other People/Distractions
Will Take It**

Document Your/Team's Time



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Clarity – End in Mind What do you Want?

**What Are Your Non Negotiables?
Yes/No – Decide...**

80/20 Visual



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Top 3 List

- 1) What's Top 3 Most Important Tomorrow**
- 2) What was done on top 3 today**
- 3) Need help to get them done?**



Second: Momentum

Just Get Going

- **Paralysis by Analysis**
- **Speed of Implementation**
 - **LivingHope.com Church**
 - **Foundation**
 - **This Training**



Momentum

Let the Dead Bury Their Own

Start of our Major Success...That Almost
Wasn't



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People, Process, Product “The Profit”



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3 Pillars of Growth (2x) Business Growth

- Sell More to More People (More Clients)
- Sell More Frequently to Clients
- Sell Higher Initial Purchase



3 Pillars of Growth (2x)

- Make Money

(Increase Value/Skills)

- Keep Money

(Cut Expenses/Tax Strategies)

- Grow Money

(Invest Wisely – Delayed Gratification/Balance)



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People...



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Know More About People Than
You Do About Your Product
And You'll Be Unusually
Successful



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What's Your Gifting?



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What do you not want to do?



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Find Others Gifted In What You
Don't Want to Do



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Build Your Team



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Communication



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Know Thy Numbers...

You Must Know Your Numbers In
Business

Sales, Conversions, Leads, Revenue,
Expenses, Net Revenue, Etc.



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33% Gross Margin...



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Short Term Rentals Min 25% Cash on Cash

STRInsights.com



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**Grow Your Winners
Remove the Losers**



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Leverage...

Money

People/Skills (STRDigital.com)

Relationships

Advertising

Systems



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Leverage

Use Assets to Scale (Aimtell)

Relationships (Aramis/Pushpros)

Systems (PALuxuryRentals.com)

People (Hire to Scale)



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How/Why to Own the Block

The Internet is 'Real Estate'.

When You Find Real Estate that
Makes You Money – Don't settle
for 'some' of it. Go Buy the Block!



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Short Term Rental Success

- 1) Research (Pricelabs/Wheelhouse)
- 2) Photos
- 3) Amenities
- 4) Experience



Short Term Rental Success

1) Tech Stack

1) OwnerReservations.com

2) Hospitable.com

3) Breezeway.io

4) Schlage Engage

5) Nest

6) TouchStay



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Short Term Rental Success

- 1) Property Cheat Sheet
- 2) Video Everything
- 3) Digital Guidebook



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STR – Grow Brand

- 1) Congruency
- 2) Communication
- 3) Honor Guests from Day One to Post Stay



Q & A

How Can We Help You Today?



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Secret Millionaire 'behind the scenes'

Focus on What is Right In Front of You
and Honor them.

Take Massive Action

Change lives



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Our Show was Favorite of Production Company

Because I focused on those in front of
me and helping them to succeed.



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