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# U N S T O P P A B L E B U S I N E S S W A R R I O R

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**PURPOSE:** To brainstorm how you can apply the 80/20 rule in multiple areas of your business.

## 1. Analyze your existing customers

Think about all of the customers you have dealt with in your business.

### 1.1 Problem customers

Let's start with problem customers. Usually a small percentage of customers are the source of most of the complaints.

How many of your customers complained about your product or service or otherwise were negative without a solid reason?

Does the 80/20 rule apply? Remember it can be 90/10, 95/10 or even 70/30.

☐ Yes      ☐ No

What if you fired the bottom part of your customers? How much time would it save for your business?

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Could you use the 80/20 rule to improve your customer intake process and focus on customers who value your time and efforts?

Could you change your decision making process on whether or not to take a customer in the first place?

☐ Yes      ☐ No

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## UNSTOPPABLE BUSINESS WARRIOR

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### 1.2 Top customers

Have you ever dealt with a customer who appreciated your time and money and paid for the product or service without any issues?

Did you ever have a customer who you think could spend much more if you had a better offer?

☐ Yes      ☐ No

If yes, can you see how the 80/20 rule applies here as well?

### 2. Analyze your offers

Review your existing products and services. Do you think the 80/20 rule applies here as well?

Do a smaller percentage of your offers generate most of the income?

☐ Yes      ☐ No

If yes, could you spend more time on those 20% of the products and services and either discontinue or put on hold others to save a lot of time and boost your revenues?

☐ Yes      ☐ No

If no, could you design or re-design a better product or service with a much better unique selling proposition that would generate much more income?

☐ Yes      ☐ No

### 3. Brainstorm how you can use the 80/20 rule in your business

Review your existing products and services. Do you think the 80/20 rule applies here as well?

The reality is that the 80/20 rule applies to all aspects of your business: products, services, customers, marketing, sales, and team members.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Congratulations, you have just mastered one of the most important weapons most business owners completely overlook.

The more you use this principle in your business the faster and easier everything will become.