



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 denim jacket over a black shirt is holding a large black-framed sign. The sign is white and has the word 'Agenda' written on it in a bold, black, sans-serif font. The person's hands are visible holding the sign, and the background is a blurred green field.

Agenda

Julie Gordon White



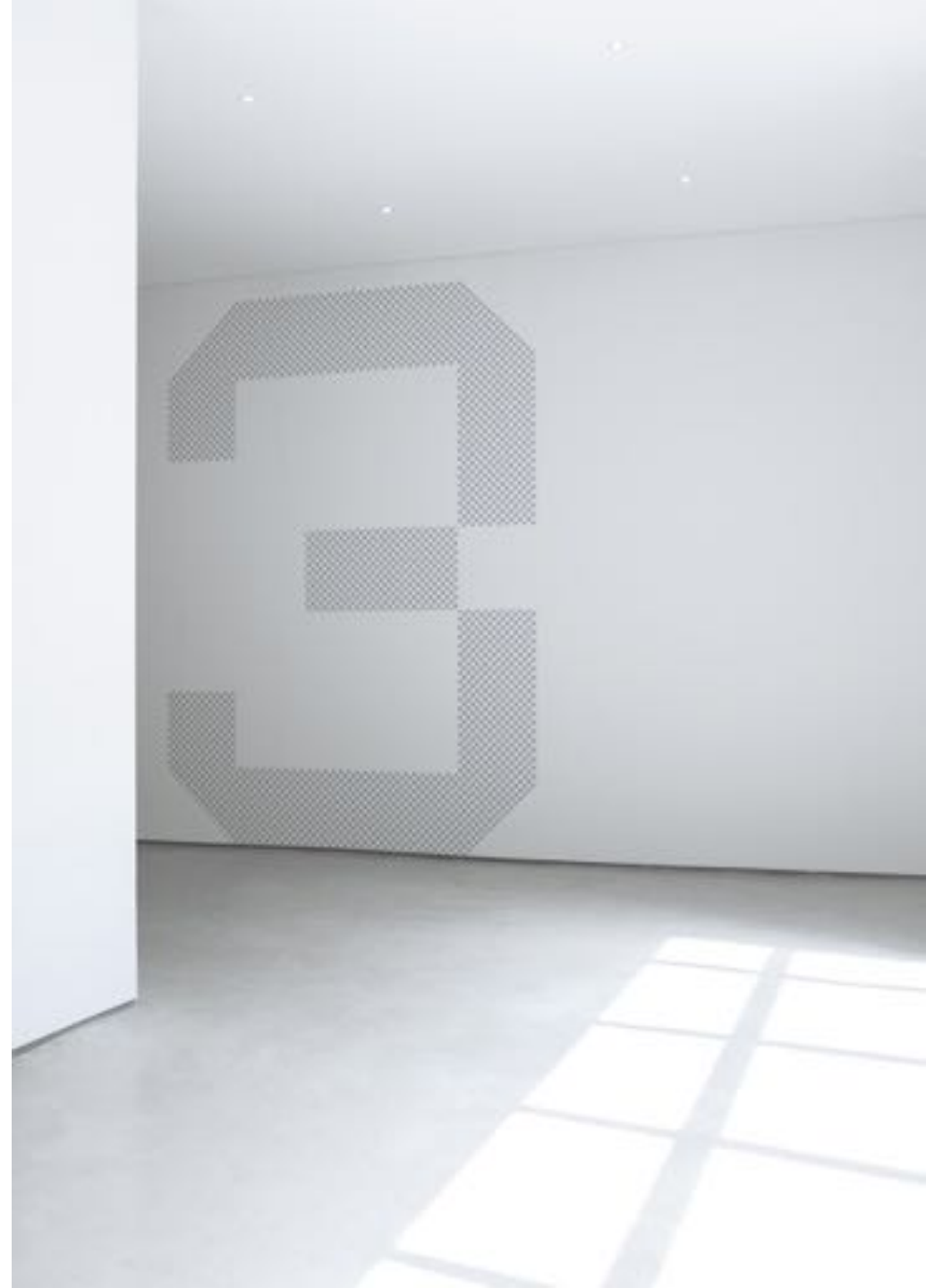
Julie Gordon White is an award-winning entrepreneur, business coach, bestselling business author, and TEDx speaker. She has advised thousands of business owners as the founder & CEO of BlueKey Mergers & Acquisitions, through her bestselling book, "EXIT! 12 Steps to Sell Your Business for the Price You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



**It's 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**



A close-up, low-angle shot of a lit sparkler against a dark, blurred background. The sparkler is positioned diagonally from the top left towards the center. It is emitting a dense spray of bright, golden-yellow sparks that radiate outwards, creating a starburst effect. The sparks vary in length and brightness, with some appearing as long, thin streaks and others as smaller, more intense points of light. The overall atmosphere is one of dynamic energy and celebration.

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?”



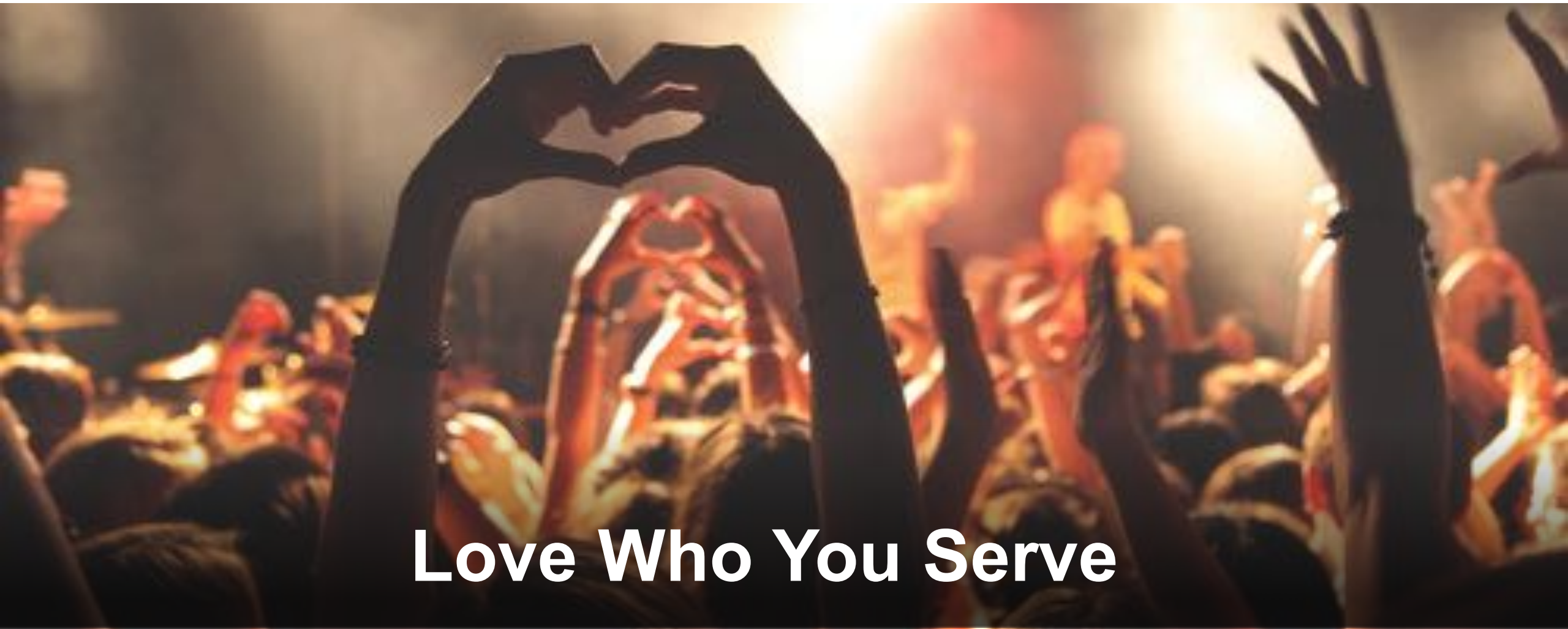
**Now pick your NEW
High impact Price!**





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

Profit

Pricing

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The Power of
a Trifecta

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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.ScaletoaAMillionSession.com

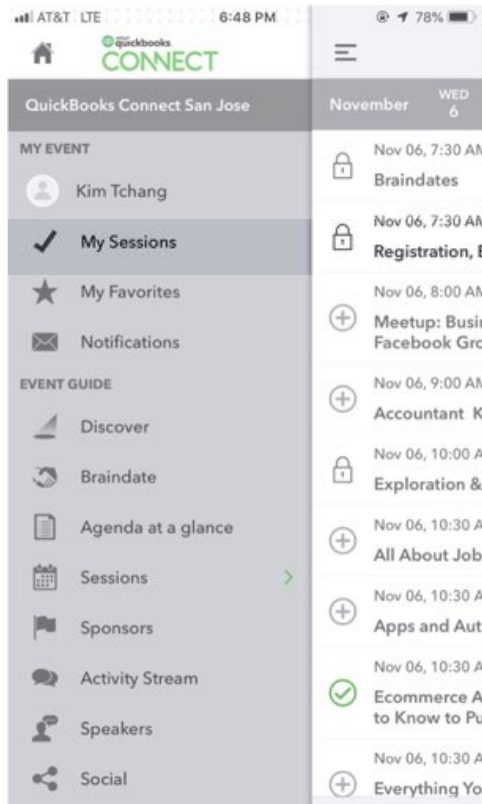


Questions?

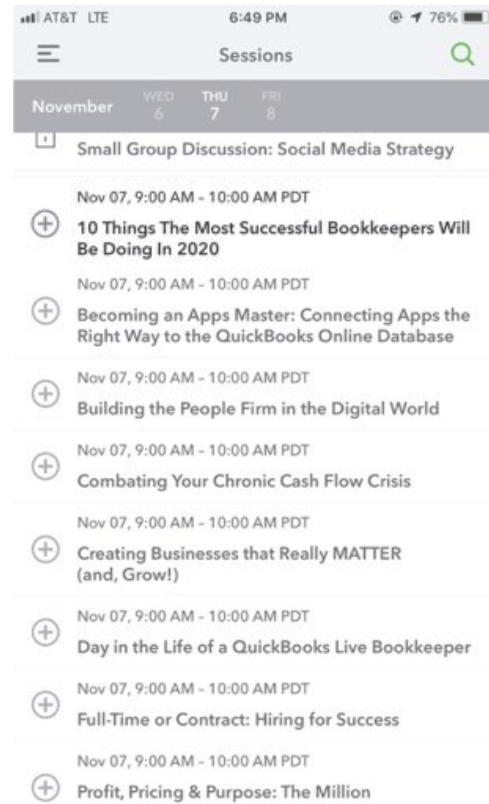
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Provide feedback to help us design content for future events

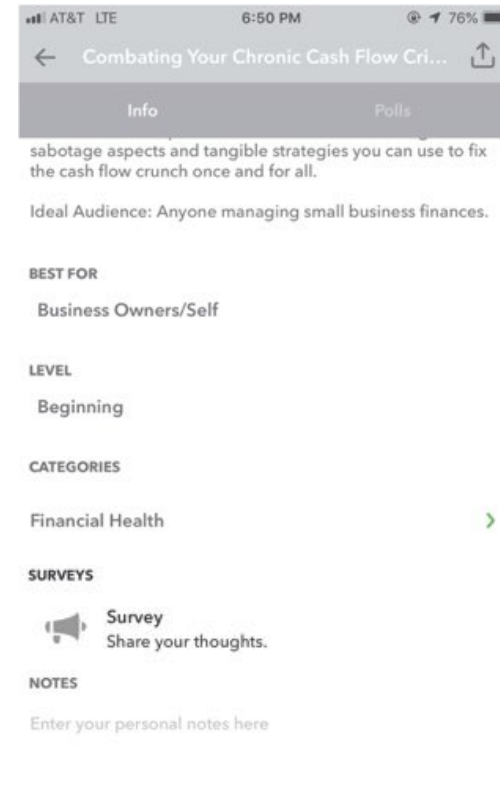
1. Select Sessions



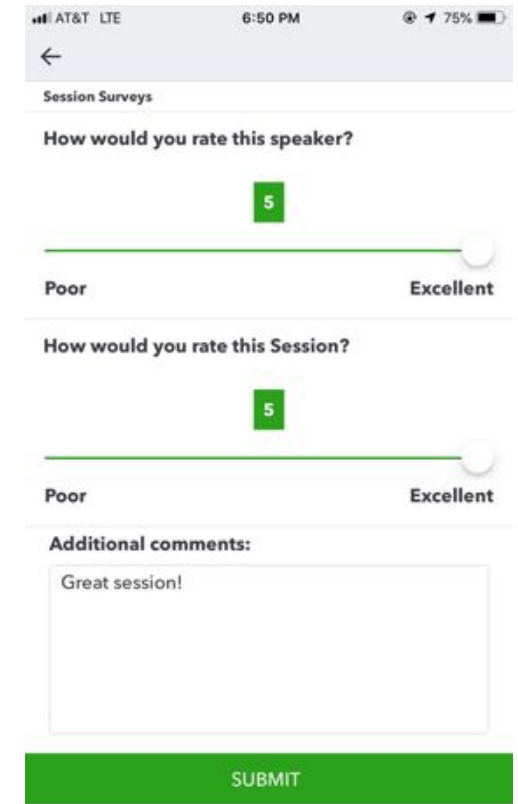
2. Select Session Title



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. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. Below the header, there are tabs for November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' link is also present. The main content area features a search bar labeled 'Search for sessions' and a row of filters: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list for November 7 includes: 7:30-7:00 am (empty), 7:30-10:30 am (Registration, Breakfast & Exploration), 8:00-8:30 am (Braindates, with a description and 'Learn more' link), 8:00-8:45 am (Yoga), and a section for Breakout Sessions starting at 8:00-8:45 am, which includes Small Business Meetup, Small Group Discussions on Social Media Strategy, Showing up, and Build Your Dream Bookkeeping firm. Each session has a '+' icon for more information.



OWN
THE
FUTURE