



#TGIF *with Bill*

3 STEPS to Explode Momentum in Business & Life

How does a business person or sales professional meet milestone after milestone seemingly with ease? Have you ever perceived someone to be successful at everything they do? We all have. Although, no one is a success at every step, some individuals attract more success than others consistently. There is one common factor in consistent success. It's the Big Mo' – Momentum. You'll find momentum every time you see someone break records, defy the odds or make a positive turn.

Momentum (affectionately known as The Big Mo') is a necessary prerequisite to success in business. Ask any entrepreneur who has scaled a business. Or ask anyone who has had any level of success in their life. They will agree that momentum was the catalyst for their progress.

Momentum is the energy in place when everything seems to be going perfect. Everything you touch turns to gold. You close every sale. You ace every test. The success train you're on is moving fast and you can't seem to stop it. This happens to everyone at some point. But those who experience massive success know how to create momentum intentionally. Champions recognize momentum and know that to lose it is a sin. Those who experience massive success have figured out how to keep momentum and even advance it.

Below are steps on how to gain momentum to carry you to your goals with gusto. The objective is to change your habits to one who develops and executes on revenue-generating activity daily. Once you reach this point, it will seem natural to succeed at almost everything you approach.

By the way, I decided to create this short document to share how I built an IT company that has almost doubled revenue every year since its launch four years ago. Although we – MitechPartners.com – have experienced serious challenges and setbacks, we've managed to identify and execute principles that keep the Big Mo' around and thriving.



Create: Go Crazy with Phase 1 Activity

Momentum will pay you 10x your work ethic

Momentum doesn't just come out of the sky. You can't wish for it. Even prayer alone won't create momentum. You must WORK for it. Imagine that! But realize momentum will pay you handsomely for your efforts.

I call this first step CREATE because you must first get the ball rolling first in order for anything else to transpire. It's the law of cause and effect. If you plant a seed, something might grow or something may not grow. But I can guarantee nothing will grow if you don't plant a seed at all.

This is the step where you go absolutely crazy with an insane work ethic. If you're a sales person or entrepreneur, you're tripling your activity (calls, meetings, follow ups, etc). If you're a student, you buckle down and burn the midnight oil, studying like crazy and leaving no ideas or concepts unturned. If you're a parent, you become super focused on your children and build your life around them for a certain cause. I think you get my point. No matter where you are in life, this step requires intense focus, structure and discipline.

Phase 1 activity means doing the dirty work. At times, we think we've graduated from some activities either because of our level of success, our age or degrees. I am here to inform you that creating momentum requires you to get back to the basics.

When I started MitechPartners.com, it was just me in my home office smiling and dialing for hours upon hours. I called it working from *8 until faint. Nine days per week, 30 hours per day.* At the beginning I didn't know if my business idea would work. But I did know that if it didn't work, it wouldn't be because I didn't work my butt off!

So what are some Phase 1 activities for your career, position or goal in life? If your goal is to get healthier, it may be meal prep or hiring a fitness trainer. But you must go absolutely crazy and be disciplined with the basics. And here's the test: People around you should start calling you crazy. Your friends and family should start to suggest you slow down. When this happens, you're on your way. I'm here to tell you nothing magical happens unless you're obsessed with making it happen. And this must show through your effort.

How long do you stay in the CREATE phase? 90 days... If you do this for 30 days, you'll see a dramatic difference. But in order to create lasting change and achieve unbelievable milestones, 90 days should be your target. You'll start to see immediate return because of your insane work ethic. So you'll also need to master sustaining your momentum.



Sustain: Keep the Party going...

Build systems that maintain momentum

Step one taught you the value of creating momentum. But sustaining this new momentum is another beast. Imagine that you start a business and have 0 customers. You go *crazy* creating momentum for 90 days and then you have a ton of potential clients reaching out to you, requesting information, wanting to buy, etc. You are incredibly overwhelmed. This is what I call *a good problem to have*.

The SUSTAIN step takes a different skill but it is simple to grasp. You must now structure your time and implement extreme discipline. Here's another example from building MitechPartners.com:

After 90 days of extreme hustle, making 100+ calls per day, attending every networking meeting I could find and closing deals, I had a funnel of prospective clients, new clients to take care and more. I now had to manage my time for different activities other than going crazy and creating momentum. I had to make follow up calls, build proposals, schedule follow up meetings, handle paperwork, submit orders, respond to emails, solve problems and the list goes on.

At this point, most people or businesses lose sight of what attracted all this momentum in the first place. It was the revenue-generating activity that made this happen. Doing paperwork doesn't make you money. We, as sales people, have to do it for sure! But deciding when to do these non-revenue generating activities and having the discipline to develop structure is what pays dividends over time. As a result, Mitech created a regimen called M90x. You may recall a fitness program P90x that guaranteed to improve your body and health within 90 days. The Mitech M90x program guarantees to establish crazy momentum within 90 days. Because of this program alone, I truly believe anything can be turned around for the better in 90 days. Remember, your target creation time frame is 90 days.

M90x is about insane focus and structure. We outline 2 hours per day for prospecting (8:30-10:30am for example), 2 hours for follow up calls, 1-2 hours for networking and the other time is spent responding to emails, preparing paperwork, building quotes, etc. Therefore, we all know what our tasks will be each hour of the day. M90x is our system to manage the chaos of new clientele and stay focused on revenue generating efforts that matter.



Ask yourself:

What's your system? How will you structure your day to prioritize revenue-generating activities?

How can you structure your time to avoid distractions but maintain your focus on what matters?

I recommend you list the top 4 activities that directly lead you to your goal.

As a sales person and entrepreneur, making prospecting calls to clients, partners or investors, making follow up calls, running appointments with potential clients and networking events are key revenue-generating activities. I then schedule time to handle things that don't make me or my business money. These activities may include organizing my calendar, creating proposals or reviewing dashboards. I even color code my calendar to be able to take a quick look to see where I'm spending my time. Green is momentum activity. Red is not. So if I see too much red on my calendar in a given week, I know I need to make some adjustments to sustain the momentum.

Momentum activities will vary based on your goal. But you must identify them, make them a priority and develop structure to include them on your calendar daily no matter what.





Advance: Next Level

If you can upgrade your phone every year, why not upgrade your life too?

After you've become accustomed to *creating* and *sustaining* the momentum you've harnessed, it's time to *advance* the momentum and go next level.

When I launched MitechPartners.com, my first goal was to match my previous job's income. Before becoming a tech entrepreneur, I worked as a Sales Professional for Comcast Business. I called it *slanging cabling*. Although a very simple job (selling Comcast Business internet, voice and TV service to businesses), it allowed me to earn over \$10,000 per month. So I figured, if I could build a company that pays me more than \$10,000 per month, that's progress.

In order to do that, I not only had to create and sustain momentum. I had to advance momentum as well. There was a point in the first few months when I realized I'd hit my goal if I just kept working hard. But of course I wanted to hit the goal sooner than later. Advancing the momentum enabled the company to earn over \$20,000 in month 10. I was ecstatic to say the least. Here's how I did it:

Environment is everything. I am true believer that environment plays a major role in the outcome of any person or organization. Even if we relate this to nature it's true. A flower near concrete and close to the brick wall in the shade may not bloom as well as the flower that receives the proper sunshine and is able to extend its roots in soil.

Knowing this, I made the intentional decision to put myself in uncomfortable places where entrepreneurs were more successful than myself. I joined groups and went to events where professionals were making 3 or 10 times the money I was making. I started renting office space in an entrepreneur hub in Nashville, Tennessee - The Nashville Entrepreneur Center. I started seeking mentors who had major exits with their companies. I joined a business accelerator that immersed me in foundational tools I needed to have to build an investable business.

This whole process was really about me becoming comfortable with being uncomfortable. I didn't want to spend extra money for office space or to join an accelerator. I already had enough meetings to attend. But I knew an upgraded environment was the missing element.

Often we sit in our own box and try to figure things out ourselves. This is a big mistake. In order to grow and advance your growth, you must access resources (mentors, organizations, programs, tools, etc.) that can propel you to your next level.

It's not going to happen by accident. You must be intentional about learning, growing, building and stretching to win.



This *advancing* practice is more about personal development than anything. And the aim is to develop a winning psychology in reference to the goal you desire. It's takes time to become a champion. It doesn't happen overnight. Therefore, you must be constantly working on yourself and business to make the major impact you're shooting for.

List 3 things you can do to enhance your professional and personal development.

List 3 more things you can do consistently and over time. These are the key activities to focus on that will eventually take you over the top.

If I told you of all the new clients, opportunities and avenues I have gained from upgrading my environment for personal and professional development, this document would take several more pages. Upgrade your environment and your life and business will follow.

Execute

Innovation is rewarded, Execution is worshipped.

I realize this is short snippet of my **CREATE - SUSTAIN - ADVANCE** concept. But the key point to remember is that nothing happens without action. We can be innovative all day long. But at the end of the day, execution is the game changer. Take some of these ideas and put them into practice, consistently. What you do consistently is the only thing that matters.

Discipline pays dividends. So stay disciplined, execute and build massive momentum like never before.

Peace,



Let me know your thoughts or feedback. Email me at bill@mitechusa.com
