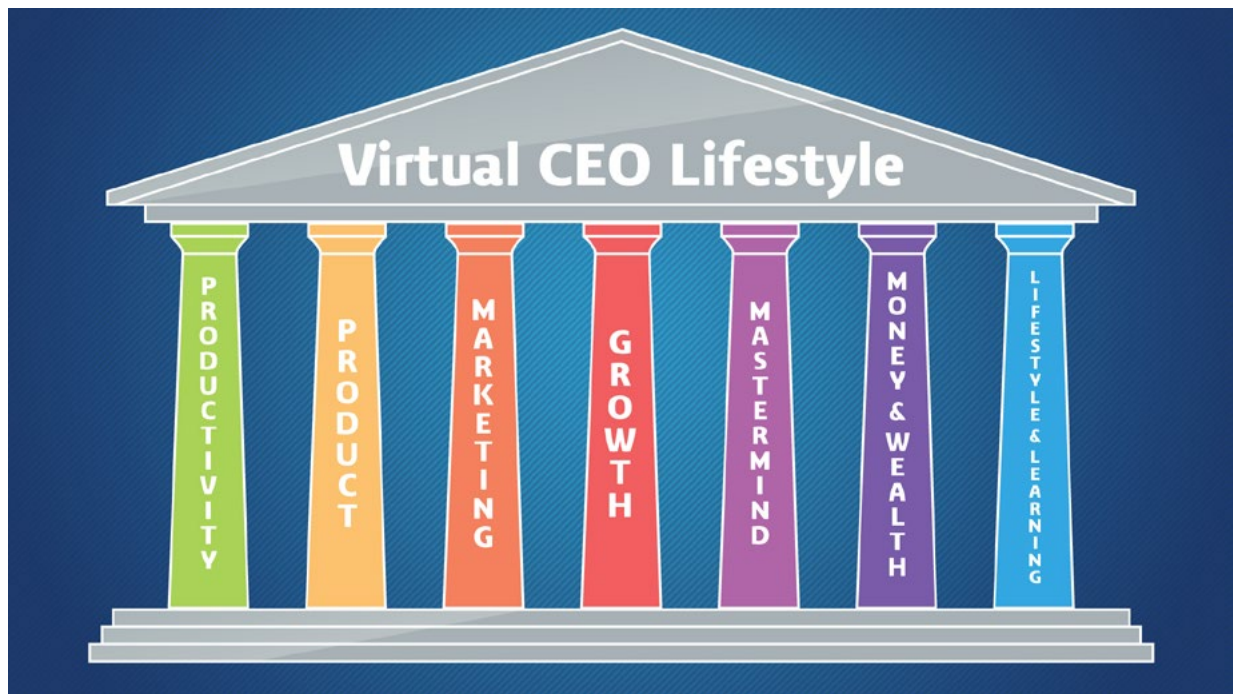


# 7 Virtual Business Growth Pillars

By Eben Pagan



These 7 Pillars are the the foundation of living The Virtual CEO Lifestyle. Once you put them in place, you learn about the power of leverage, the power of multiplication, and the power of building something intentionally designed to put you and your life first.



## **Pillar #1 Productivity**

We need to get rid of distractions, get a lot more done, and get back your time to do highest money making activities and take high-quality, large chunks of time to rejuvenate. Its counter-intuitive, but you actually become far more productive when you start taking more time doing the things that relax you, and that you love to do. But you must learn

the systems and tools that you need to make this happen, because there are so many things competing for your attention in business right now. Make productivity important, and learn how to become super productive. It's a big deal, and it pays off.

## **Pillar #2 Your Product**

We must redesign and tweak your product(s) to be irresistible to your customers... which means you must get to know your customers in a new way. You have to create what I call a Customer Avatar, or a persona of your ideal customer - then build your product or service specifically for them. And further, you must go on to understand what I call your Customer Influencer, or the person who influences your customer most, so you can really get into the psychology of why your customer is buying. Finally, you must release that all important NEXT product, and build what I call the graduation model in your business. To succeed, you must have a product path that your customers can take to get more and better results.

## **Pillar #3 Your Marketing**

I define marketing as “communication that gets customers.” It's a very specific way of communicating with people, where you only talk about two things: Your customer's inner motivations, and how your product or service helps them get fulfilled. And there's a set of steps to do this.

With business now migrating online, we have to take a new approach to marketing. We have to stop thinking of marketing as a 1-shot deal, and start thinking of it as the process of building a business relationship with an individual person... then scaling it up to many, or thousands, or millions.

## **Pillar #4 Your Growth**

To grow and scale your business up, and make sure it's stable and predictable, you **MUST** attract super star "a players" to run and build your business with and for you. This has been a super game-changer for me. As I have added each new type of team member, I have had work taken off my plate, and new super powers added to my business. You will too, once you learn how to find, and attract the right people to your team.

## **Pillar #5 Your Mastermind**

Napoleon Hill, the author of the famous success bible "Think & Grow Rich" said that no great success is possible without the power of the mastermind. What is a mastermind? It's a small group of people who are all committed to helping each other succeed. Again, no great success is possible without it. And the best mastermind is going to be the one that **YOU** build. You have to start by getting the absolute best of the best, by networking your way to... and contributing to them.

## **Pillar #6 Money & Wealth**

There is a formula for building wealth, and it goes far beyond just getting money. Once your virtual business becomes successful and profitable, then you must invest those resources wisely in the right assets that grow in value and throw off more value to you. As you've probably seen, getting money doesn't usually lead to keeping money - whether this is in business, or personal. Money tends to find a way to escape from most people, even after they have it. I've studied the lives and habits of many self-made wealthy businesspeople, and they have common denominator mindsets and habits, which most people don't have, that make the difference here. It's critical that you educate yourself about how money works, and how wealth is built, if you're going to create your own Virtual CEO Lifestyle.

## **Pillar #7 Lifestyle & Learning**

This is where things really start to become fun. When you actually start designing the virtual CEO lifestyle that you want, and learning the tools and systems to build your virtual business to give it to you, then you can step up to the future you deserve - and this the part that can completely change your life. Learning becomes a lot more fun when you can see it connecting directly to the growth and success of your business... which connects directly to the growth and success of your

lifestyle. As they say “Knowledge is power” - and as you build this life that you want, it’s important to study others who have done it, so you can skip the years of trial and error. Lifestyle and Learning go together, hand in hand. And they’re critical if you want to create this and make it a reality for yourself.