

# The Profit Power Of Compounding

By Eben Pagan



In life, and in business, all growth happens in STAGES.

In fact, if you look at how any growth or achievement process happens, you'll find that it happens in steps, or stages, or levels that you go through.

For example, If you're climbing Mt. Everest, you climb for a while, then set up a base camp. This is the foundation for the rest of your ascent to the summit.

You then climb up to a higher level, and set up another base camp - "Base Camp 2." You've now added another level, and extended your reach. Then, from that foundation, you go for the summit.

If you're sending a person to the moon, you launch a rocket in stages. You fire the big rocket, which has the purpose of getting you up to escape velocity... then you have it drop off, then you fire your second stage... which gets you into space... and then it drops off... and you fire your third stage, which takes you to the moon.

If you're going to build a successful virtual business that gives you both the security that you want financially, and the freedom that you want personally - to do the things you love - then you have to start thinking this way.

You have to build your virtual company in stages, and while you're building it you also have to develop yourself in stages. This way, you are putting one success pillar in place, then another, then another, to

build a solid foundation and structure that will last.

So how do you take an idea like this, and actually apply it to your business?

How do you use this model to build a business in stages, that compounds the value of the systems that you're installing?

Take a look at this graphic - you'll recognize it from our video:



This visual is designed to communicate a few key ideas:

1. There's a formula. There's a system, and a process for doing this in your life and your business.
2. When you do one of these things effectively in your life and

business, you get growth. But if you do more than one of them at the same time, you don't just get a little more growth, you get an "increase in the increase" of your growth, you get COMPOUNDING effect.

3. When you do all of them together, it has a multiplying or exponential effect. This is the secret of building a virtual business that gives you both the security - and the freedom - that you really want.

Let's say you learn a few techniques to eliminate distractions, and increase your productivity. And let's say that you free up 1-2 hours per day of your time, that you were previously either doing things that were either wasteful of your attention, or that didn't give you the highest return.

So you can just have that time back, and have more free time, which is great.

But then what if you invest that extra 1-2 hours per day of found time on your business - but not just on any activity.

Time and attention is very precious, so we want to intentionally invest it in the place in our business that will give us the biggest results in terms of sales, profit, and money.

So let's say that you then invest that extra time in your marketing, which is a very high-leverage, high-return place to use it... and you start getting more customers, and more sales.

When you invest your attention in the money-making activities consciously, this is what brings you the high returns. So now you're making more profit. But of course we won't stop there...

What happens when you take that increased profit and income, and invest it for the long-term in assets that grow in value and throw off positive cash flow or passive income. Can you see how these pillars combine together to create magnified and multiplied results?

This is the multiplying power of combining these core elements of building your virtual business. It's the power of compounding, but applied in your business and your life. And THIS is why the rich get richer, success breeds success, and even sayings like "to those that have, more will be given."

And by the way, we're only talking about improving three pillars of your business. What happens when you combine all seven pillars? I can tell you what happens: It has an explosive effect. If you really do this, it can grow your business exponentially, and grow your lifestyle exponentially.

I want to keep emphasizing here the profit power of compounding, and of compounding knowledge.

I'm sure you've seen compounding interest tables, and you know that quote that people attribute to Einstein about compounding interest being the most powerful force in the universe...

In compounding interest charts, you notice that all of the big growth happens at the end, in the later years, because you've built so much momentum, and you have such a powerful base built - that you can build on top of.

Well that's how these pillars and virtual business skills work. If you do just one of them, you can get real growth, which is exciting.

But if you do another one, and combine it with the first, you turn the angle of growth upward even more.

Then adding a third pillar skill increases the growth even more. They actually compound each other.

And if you do all seven in your business and life, this is when you get the really massive payoffs. This is when you start to really be able to reap the rewards of all of the work you've done, and get the security and freedom that you are after.

**THIS IS THE GAME.** This is what we're doing here in The Virtual CEO program.

In our third video, I'm going to give you what I'll call a deep-dive preview of the course, I'll give you a set of action checklists for starting **RIGHT NOW** in your business, and you'll be able to get a better sense of how this is all going to work in your business, creating your Virtual CEO Lifestyle.

So make sure and tune in to our third video!