

Productive Insights Presents

James Schramko On Frameworks For Business Profitability And Lifestyle



Investment	Value at Year end
339 970	373 967
56 969	804 029
817	1 296 731
58	1 859 317
	2 499 808
	3 227 076
	4 050 935
	4 28 331

Investment

424 963
446 211
468 522
491 948
516 545
542 372
569 491

Start at monthly
Can we do

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How To Drive Business Profitability And Frameworks That Really Work



How To Drive Business Profitability And Frameworks That Really Work – With James Schramko

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Resources Mentioned

- <http://productiveinsights.com/hire>
- <http://superfastbusiness.com>

Books Mentioned

- [Essentialism: The Disciplined Pursuit of Less](#)
- [Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition](#)
- [SPIN Selling](#)
- [Purple Cow, New Edition: Transform Your Business by Being Remarkable-- Includes new bonus chapter](#)
- [Instant Influence: How to Get Anyone to Do Anything--Fast](#)

Related / Mentioned Podcast Episodes:

- [Episode 002 – James Schramko on Recurring Income Models](#)
- [Episode 018: Buck Rizvi on How To Build an EIGHT figure Business Using The Right Systems And Culture](#)
- [Episode 026: Ryan Levesque on his book Ask and his survey funnel formula](#)
- [Episode 043 – The Membership Economy with Robbie Kellman Baxter](#)

Key Points (Timestamps)

- 00:54 – Intro and overview
- 02:55 – The importance of rejuvenation for entrepreneurs
- 04:22 – How to have a high impact (even if you're starting off as an entrepreneur)
- 05:22 – Lead Generation vs Profitability and how to prioritize them
- 08:04 – The Hunting versus Farming analogy and how it applies to recurring income models
- 11:02 – Recurring errors that James has seen where people have left profit on the table
- 11:49 – Make sure that what you're building is worthwhile.
- 12:05 – The importance of cultivating your existing customer base
- 13:33 – Importance of doing surveys and using them to find out your customers' preferences
- 15 :44 – Related interviews with James Schramko, Robbie Kellman Baxter and Ryan Levesque
- 16:31 – Challenges that high-profile entrepreneurs have faced and how they've overcome them
- 16:47 – How James uses the power of questions to help his high-profile entrepreneur clients to overcome their biggest challenges
- 19:55 – James' approaches to mindset:
 - The Socratic technique
 - Telling stories and using metaphors that move people
 - Probing and agitating thoughts and ideas
 - Share nourishing information
- 23:59 – Actions a business owner can take to increase profitability and quality of life
- 33:22 – The opportunity cost of chasing new systems - lost opportunity to find out more about your customers for increased profitability
- 27:27 – Fixed costs vs Variable costs and how they impact profitability (Example)
- 28:32 – Why it's critical that you understand the impact of downtime when you change systems (Don't adopt a new system just because it's the best thing in the market.)
- 34:13 – And if you're going to do it.... Just DO IT with purpose.
- 35:49 – When the pain point increases to a threshold or the benefits are higher

than a threshold, James moves.

- 37:08 – Podcast with Greg McKeown on Essentialism
- 37:52 – Buck Rizvi and his take on the importance of a strong organizational culture
- 39:05 – The importance of human potential
- 42:10 – The books that have had the biggest impact on James and why they've had such a big impact
- 46:34 – The importance of using new frameworks right away (and how James embeds new frameworks he learns)
- 46:34 – James Silver Circle community
- 48:32 – How to get in contact with James
- 49:47 – Wrap up and recap of key concepts
- 51:20 – Related podcast episodes



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