



**The Entrepreneur's Secret Weapon**  
**How to Leverage Your Time, Money & Energy to Create Your Lifestyle Business!**

**Presenter: Melanie Benson Strick**  
**Million Dollar Lifestyle Business Coach**  
[www.successconnections.com](http://www.successconnections.com)

**Topic Blurb:**

**Have you ever felt stuck at a certain level of success because you couldn't possibly squeeze anything more into your already crazy-busy schedule?**

**Do you long to hand off those energy-draining tasks you hate doing and procrastinate completing – but don't know how?**

**Are you still doing everything yourself because you can't imagine anyone being reliable or good enough to get the job done properly?**

**If you answered yes to even one of these questions, you are losing hundreds of thousands of dollars in lost opportunities, money in the bank and time off to pursue your bigger passions in life!**

It's time to learn the secret to creating a seven figure freedom-based business – leverage! Join Melanie Benson Strick, The Million Dollar Lifestyle Business Coach, on [date & time] to discover these simple steps to revolutionizing the way work gets done in your business. You'll find out:

- How delegating just three simple jobs can free you up to double your income and time-off.
- An easy-to-follow formula that will help you determine what to delegate and what to keep so you stay focused on your highest payoff activities.
- The three deadly mistakes entrepreneurs make with their teams and how to avoid making them.
- A simple two-step plan to make money instantly by outsourcing and delegating
- The million dollar question you **MUST** ask yourself before you hire a team (hint: it helps you hire the right people, for the right reasons so you get the right results)!

If you are ready to banish overwhelm and discover how simple it is to accomplish massive results by leveraging other people's strengths, you need to listen in to this program!

**Interview Intro (read this when introducing Melanie on the call):**

How would you like to be able to double and triple your revenue, eliminate unnecessary costs while increasing your profit and discover simple strategies to stay SANE as you exponentially grow your business?

If you are saying yes, and I know you all are, then let me introduce our guest Melanie Benson Strick. Melanie is known as The Million Dollar Lifestyle Business Coach because she knows first-hand how to build a successful, thriving, freedom-based company with her secret weapon -- LEVERAGE. With over 12 years in corporate America and eight

years as a business owner, Melanie works exclusively with entrepreneurs who are ready for the ultimate lifestyle business.

After two years running her own company, Melanie quickly realized that most entrepreneurs create a JOB, rather than a company. They position themselves to work harder than they ever imagined – with minimal results. Frustrated and overwhelmed, they get stuck and never actually experience the FREEDOM that they crave.

Melanie's clients, who are typically coaches, consultants, authors, speakers, trainers, service professionals and information marketers, average a 172% revenue increase while creating more time for living their dream lifestyle. She does this through her revolutionary mentoring programs, easy to follow systems, and proven, profit-generating tools that cause her clients to CATAPULT into their dream businesses!

Melanie is a lifestyle enthusiast and spends her free time in search of the best spas and beaches in the world.

Melanie, welcome to the call!

### **Interview Questions:**

- \* You have a really interesting story about how you grew your business. Can you tell us a little about your business and how you were able to grow your business so quickly?
- \* What are the three things that someone might have to "give up" in order to create a seven figure business?
- \* I think most entrepreneurs have heard of virtual teams but what are they really?
- \* I know a lot of entrepreneurs, particularly in the beginning, are "bootstrapping" – doing everything themselves to keep the cash flow down. Would someone at this stage of growth benefit from a virtual team?
- \* What are a few of the high-payoff tasks that someone could start delegating right away – that would make cause an instant cash-flow?
- \* If someone doesn't know if a Virtual Team is right for them, what are some things they should consider?
- \* You mention an easy-to-follow system to help determine what to outsource, and what to keep. Can you share that formula?
- \* What is the "million dollar question" you must ask yourself before hiring a team?
- \* Are there any mistakes that a business owner might make that could derail them?
- \* Where can someone find out more about how to get started with building a team?

## Melanie's Bio for Promoting the Call:

Melanie is the Million Dollar Lifestyle Business Coach because she knows first-hand how to build a successful, thriving company with her secret weapon -- LEVERAGE. Having learned first hand the difference between a struggling solo-practice and a thriving six+ figure business, Melanie works exclusively with entrepreneurs who want to skyrocket their profits so they can experience more time off. With over 12 years experience in Corporate project management, advanced results coaching and leadership development, Melanie turns her clients into profitable, high-payoff success stories. Melanie's clients enjoy an average growth rate of 172% within the first year while creating more time for living their dream lifestyle

Melanie's clients, who are typically coaches, consultants, authors, speakers, service professionals and information marketers, achieve unprecedented success through her revolutionary programs such as the Virtual Team Building Telebootcamp™, The ULTIMATE Success Generator™, and her new release, the Fast-Track to 6 & 7 Figure Lifestyle Business.

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