

# Secret to Simplifying Your Complex Business Structure

Use the 80 / 20 rule - 80 percent on marketing layer...



## Marketing Layer

Sales Pages

Content Blog Posts

Social Media

All Advertising

Podcasting

Books

And more...



## This is where the money is made!

Everything is marketing. Without marketing, you get no leads nor buyers. The biggest mistake most business owners make is focusing on the Delivery Layer. The Marketing Layer is where you should spend at least 80 percent of your time and effort...



## Delivery Layer

Plumbing

Member Platform

Course Delivery

Product Delivery

Events  
Replays

Support System

And more...



## This is where the money is lost!

We all love this layer. It's the easiest. It's where we see tangible results. So, we can get sucked into spending too much time on technology or product creation or infrastructure and find that we aren't making any money because we haven't spent any time marketing...