



BUILDING A
\$10M BUSINESS IN
10 HOURS A
WEEK

♥ LEONIE DAWSON

MY BACKGROUND

NO DEGREE



NO BIZ OR
MONEY SMARTS



FARMING FAMILY



PARENTAL CAREER ADVICE

- ① NO BIZ
- ② NO CREATIVE CAREER
- ③ DON'T EARN HIGH \$



WHO IS LEONIE DAWSON?



INTERNATIONALLY
BEST SELLING
AUTHOR OF
GOAL PLANNER
WORKBOOKS

USED BY OVER

400,000

PEOPLE IN OVER

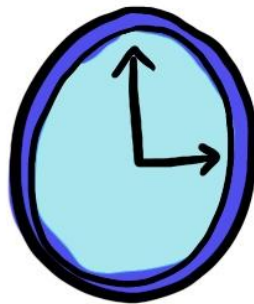


150
COUNTRIES

MADE OVER

\$10 MILLION

REVENUE IN



10
HOURS A
WEEK

LOCATION
INDEPENDENT

HAVE LIVED
IN SOME OF THE
MOST BEAUTIFUL
PLACES IN AUS



HOMESCHOOLED
FOR 3 YEARS

LOVE ON THE SUNSHINE COAST
WITH HUSBAND, 2
DAUGHTERS +
DOG.





HOW DID I
DO IT?

MAKE **PARETO** YOUR MASTER

VILFREDO
PARETO



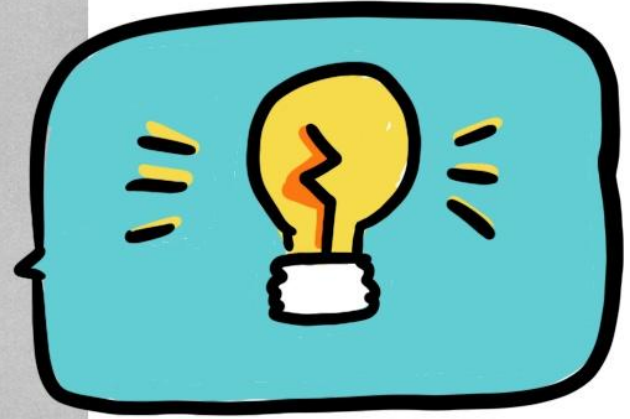
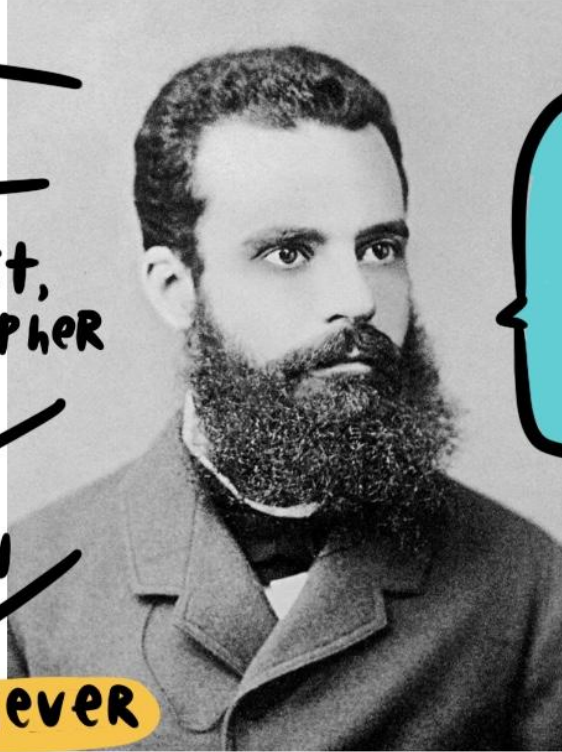
ITALIAN
ENGINEER & ECONOMIST,
SOCIOLOGIST & PHILOSOPHER
& POLITICAL SCIENTIST



ALSO
A MATHEMATICIAN



Clearly an **OVERACHIEVER**

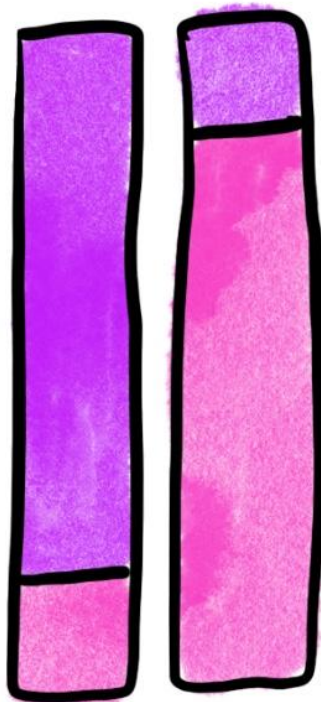




Pareto's First Observation



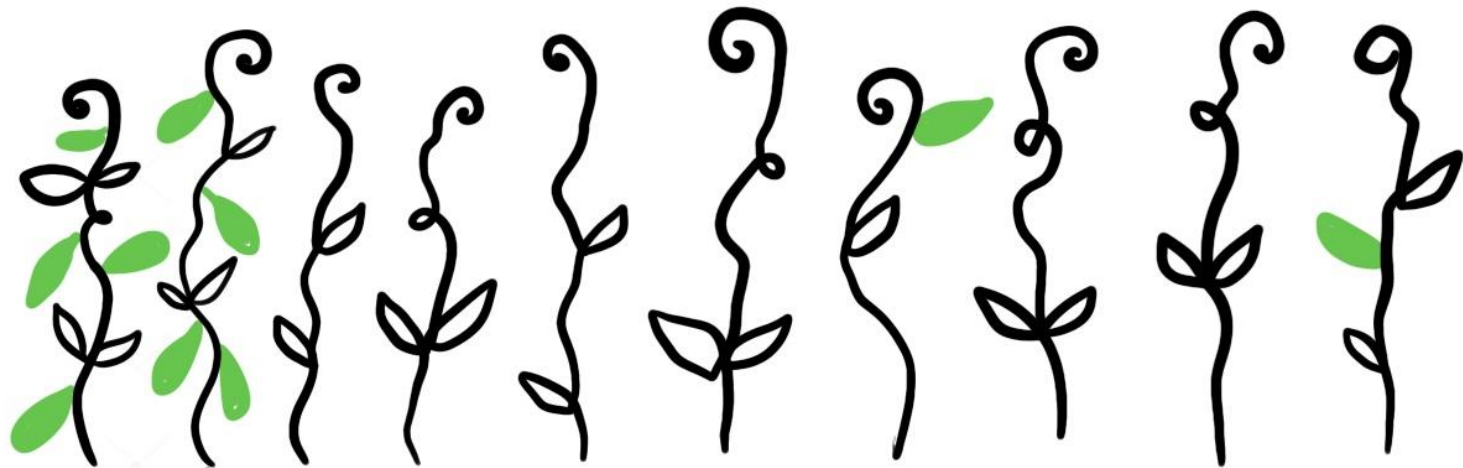
20%
OF ITALY'S
POPULATION
OWN



80%
OF THE
LAND



PARETO STARTED SEEING IT EVERYWHERE



80% OF HIS PEAS CAME FROM **20%** OF HIS PEA PLANTS

80/20 is the MAGIC NUMBER...

HEALTHCARE

20% OF PATIENTS IN
US USE 80% HEALTHCARE
RESOURCES



COMPUTER SCIENCE
MICROSOFT SOLVED 80%
OF ITS ERRORS & SYSTEM
CRASHES BY FIXING TOP 20%
OF THEIR REPORTED BUGS.



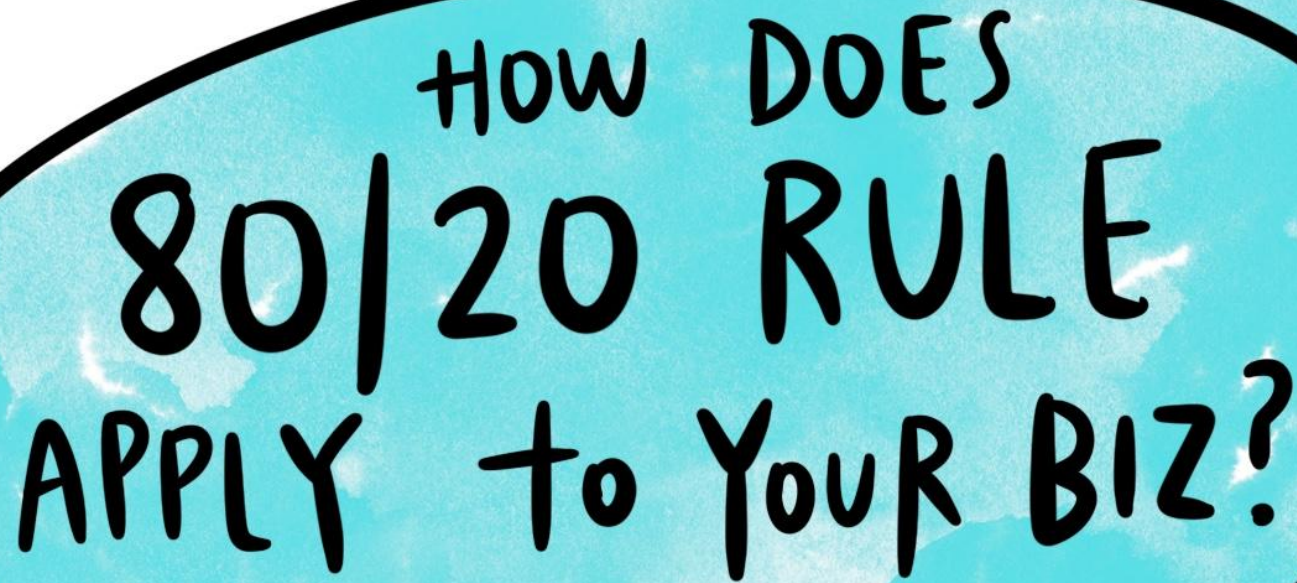
VIRUSES

80% OF CASES COME
FROM 20% OF INFECTED
"SUPER SPREADERS"

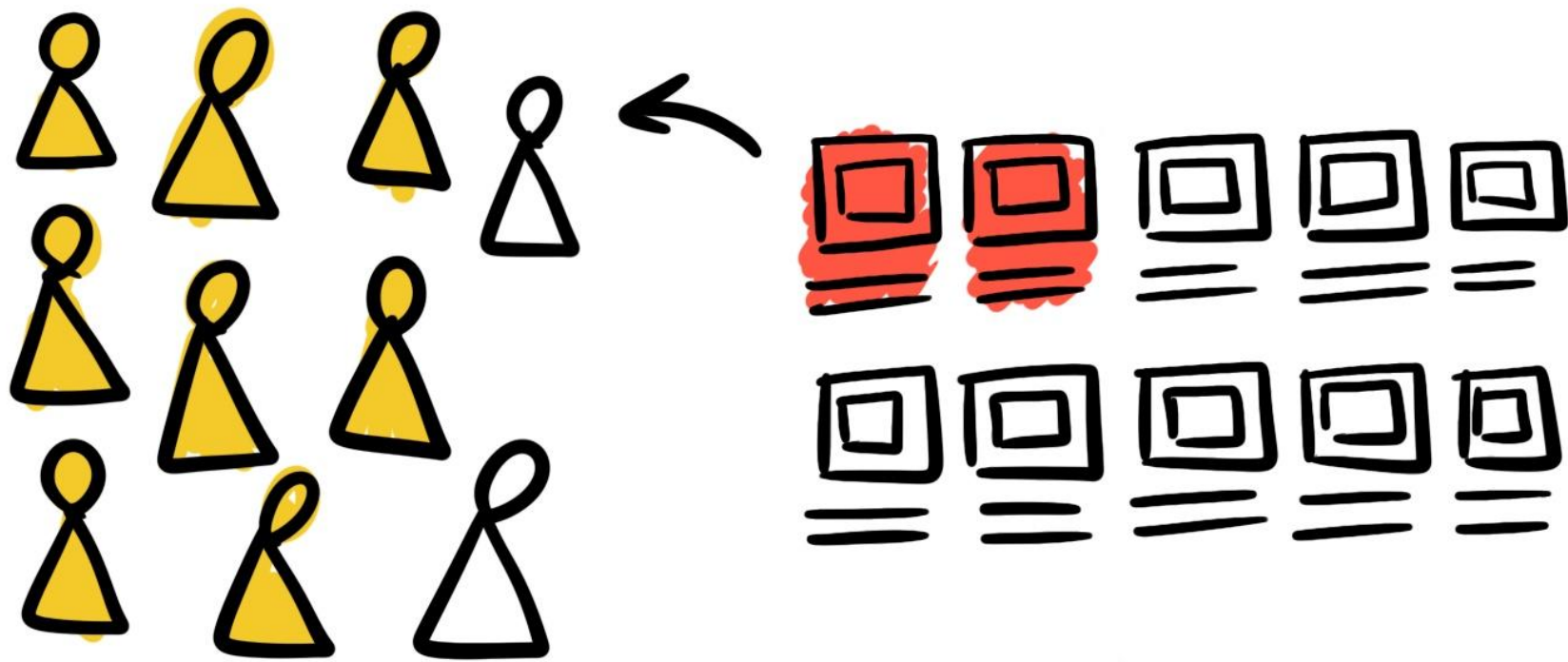
CRIME

80% OF CRIMES
CAUSED BY 20%
OF CRIMINALS

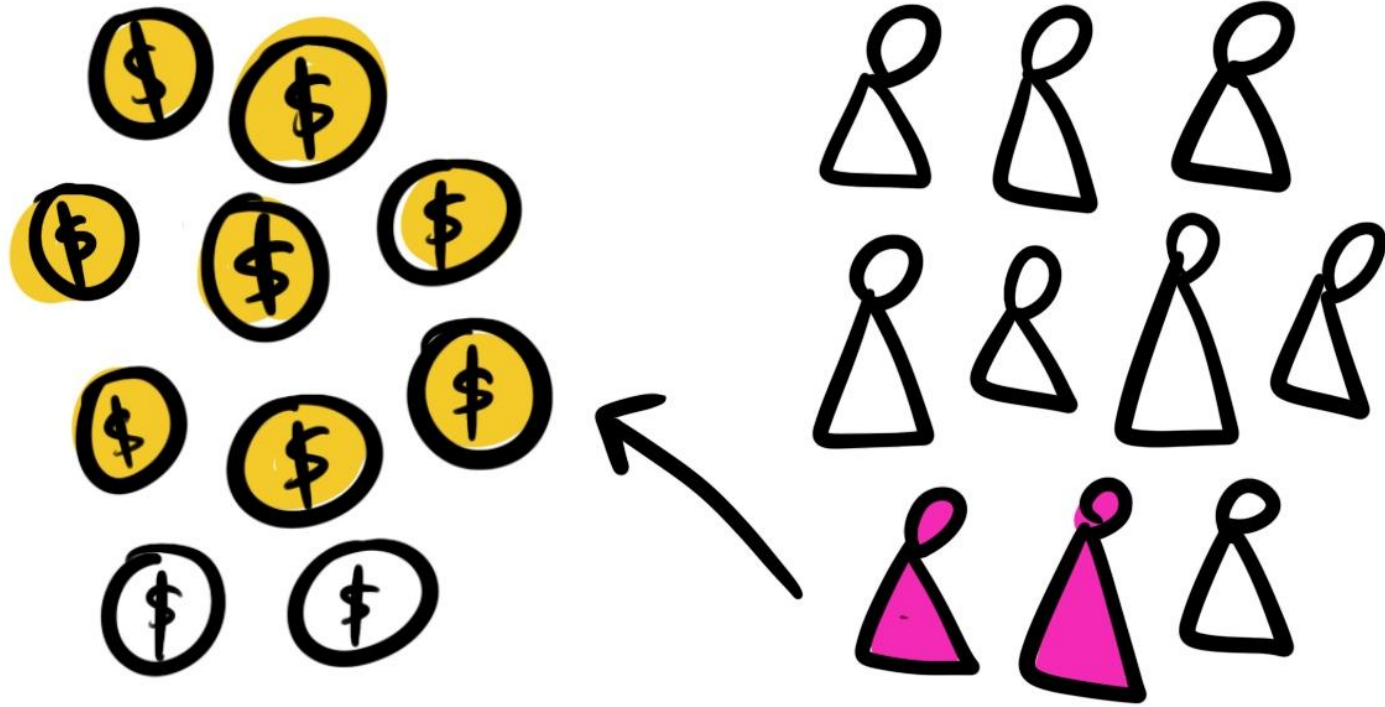




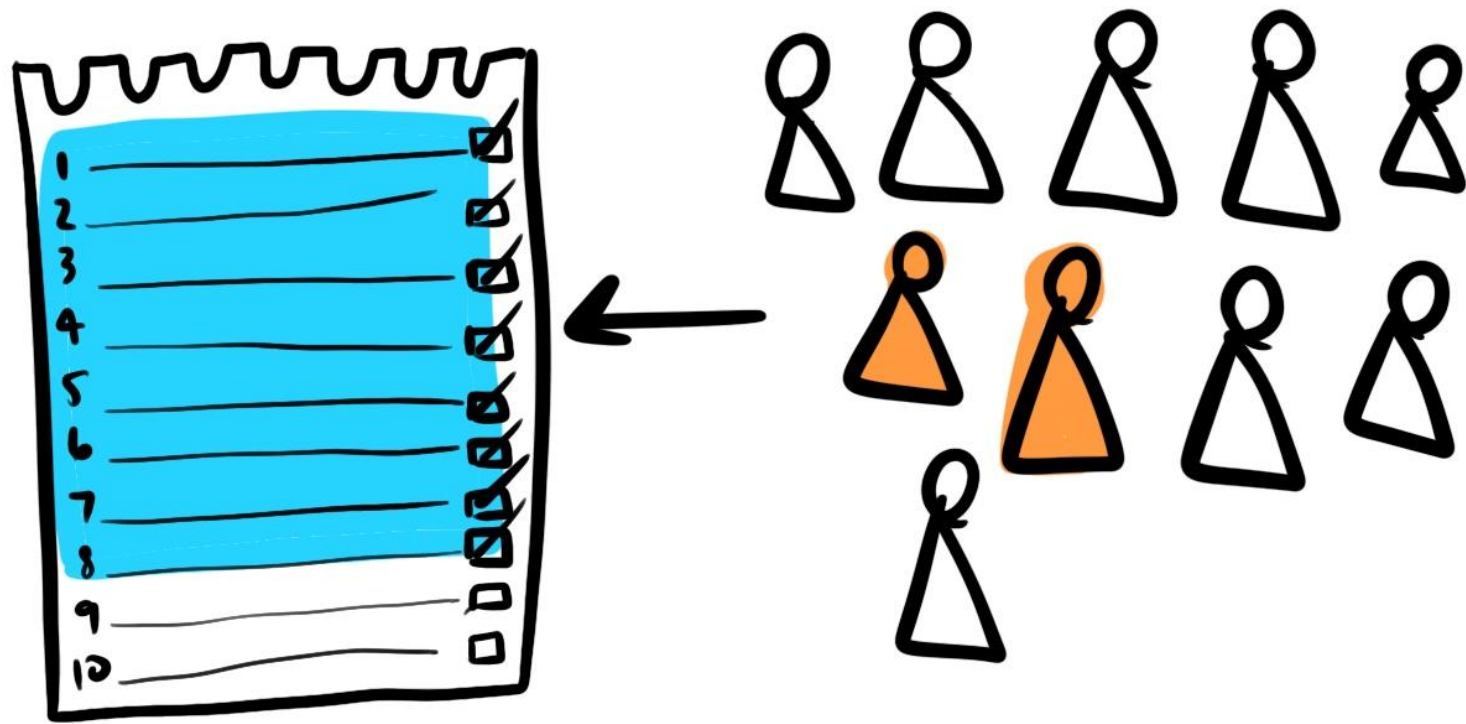
HOW DOES
80/20 RULE
APPLY to YOUR BIZ?



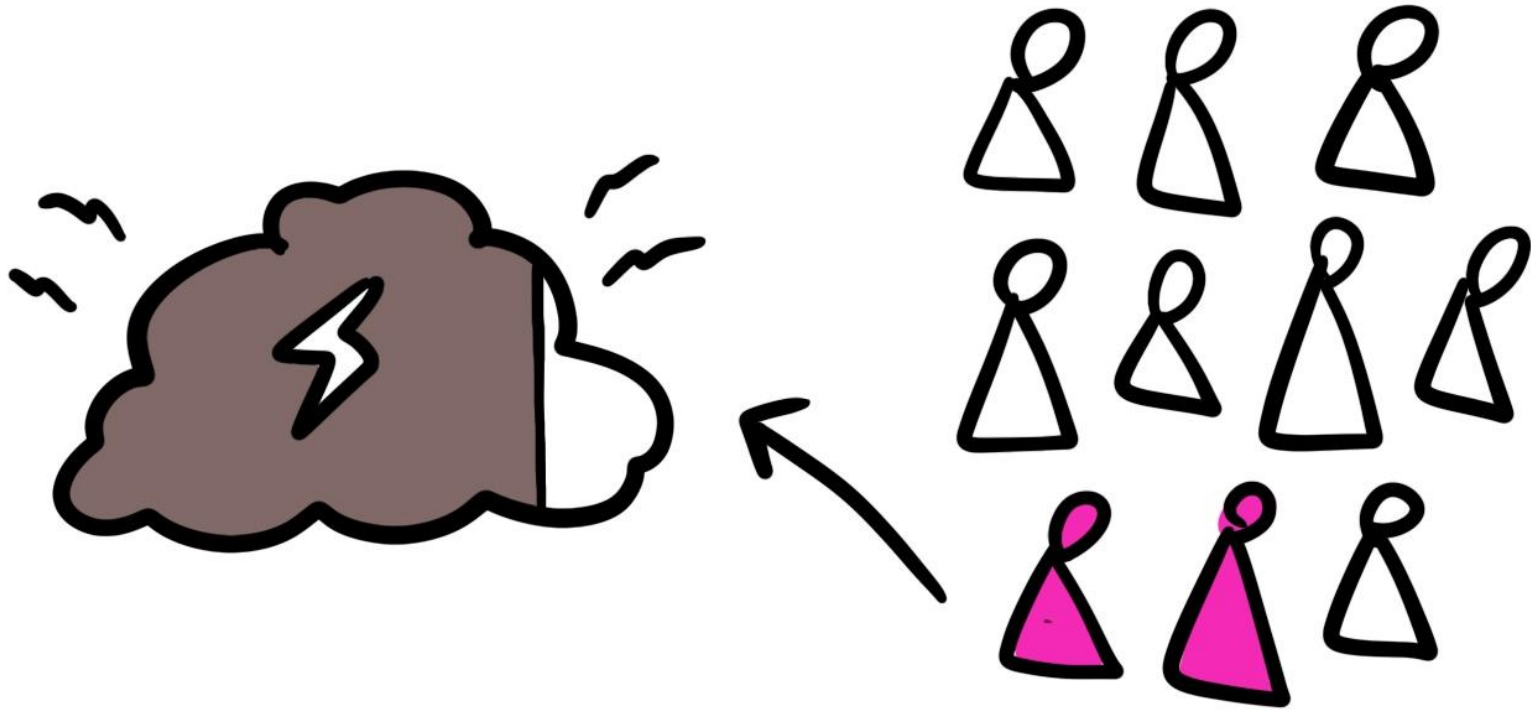
80% of Your **TRAFFIC** COMES FROM 20% of Your



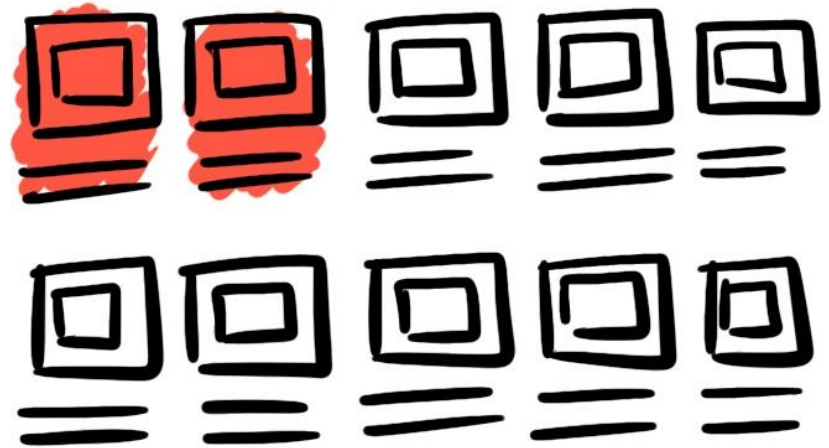
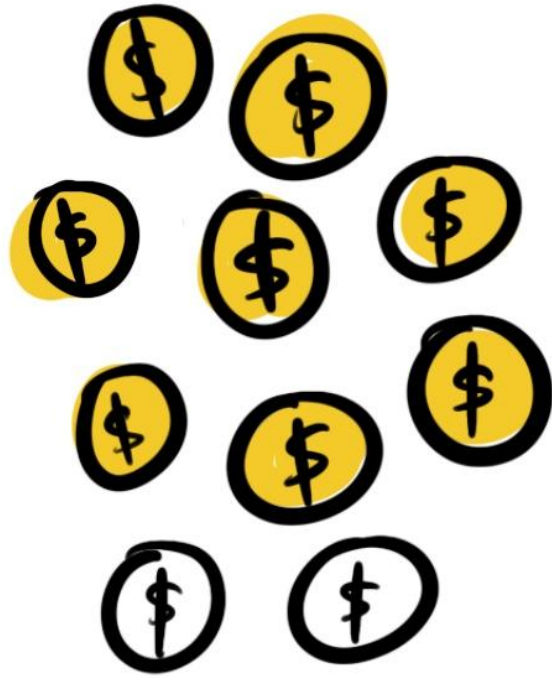
80% of Your SALES comes FROM **20%** of Clients



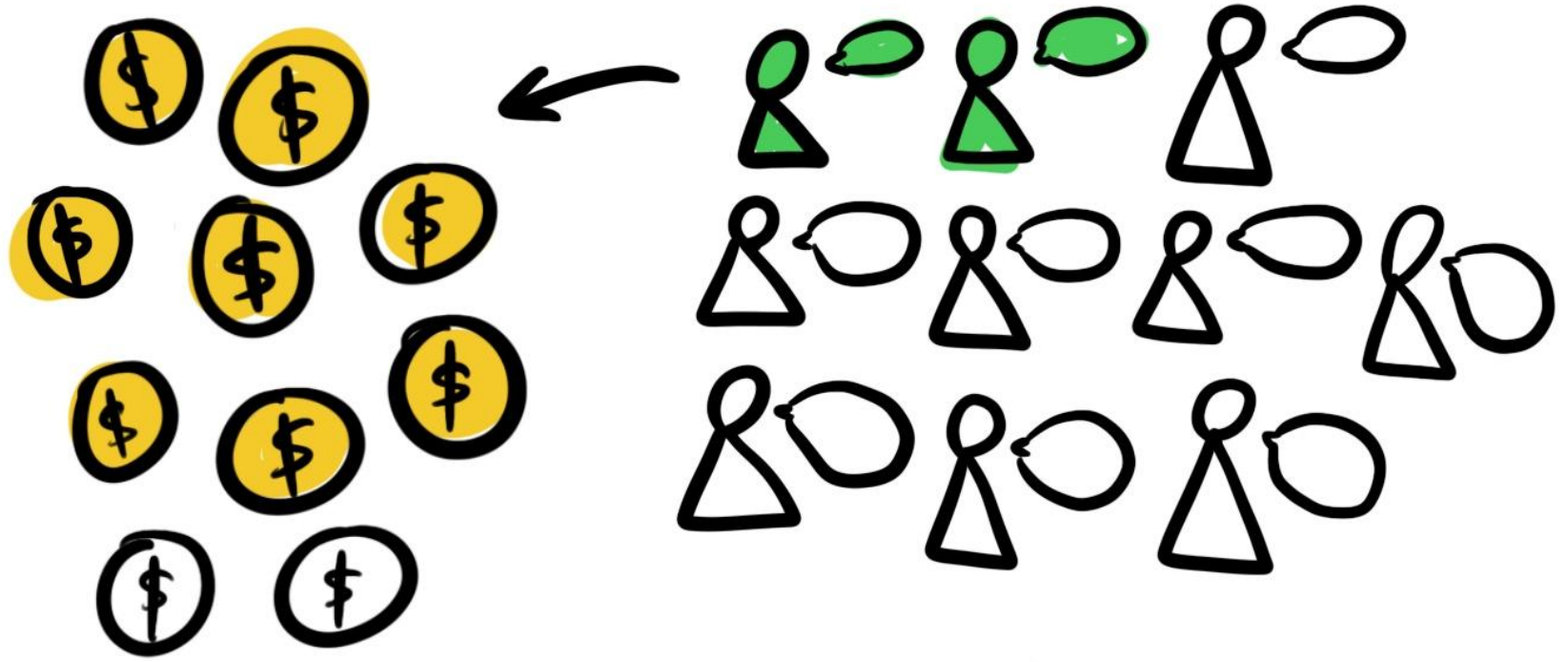
80% OF WORK COMPLETED IS DONE BY YOUR TOP **20%**
OF STAFF



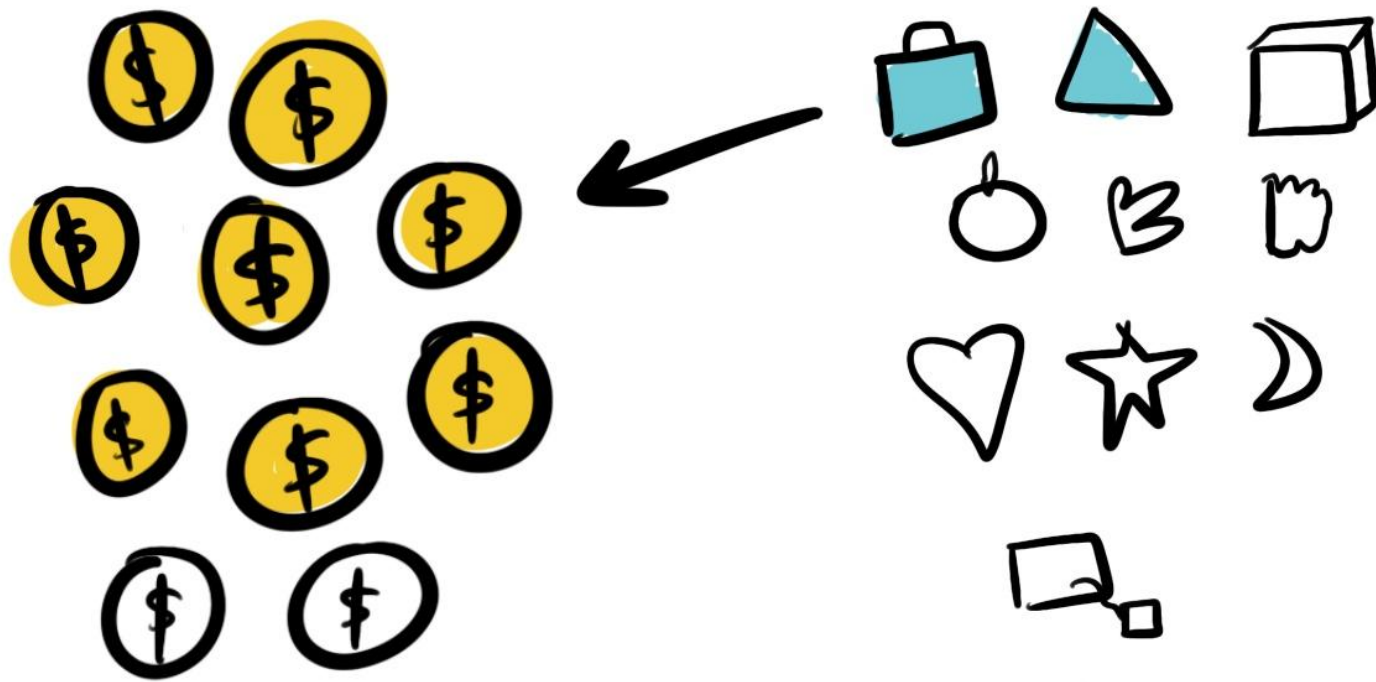
80% OF YOUR HEADACHES come FROM 20% OF CLIENTS



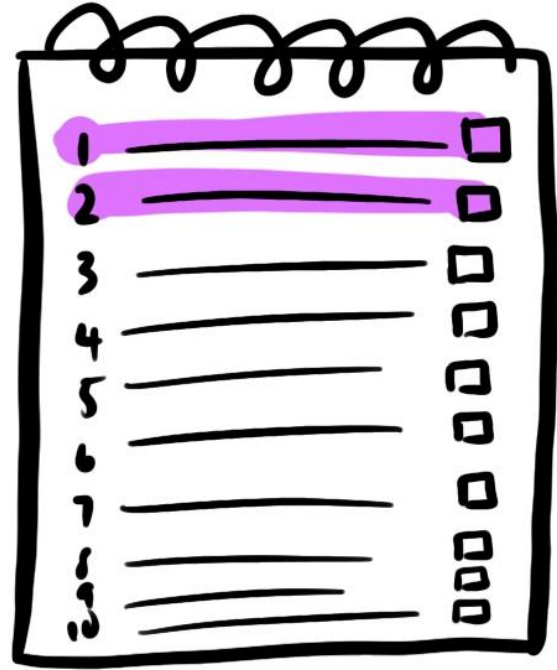
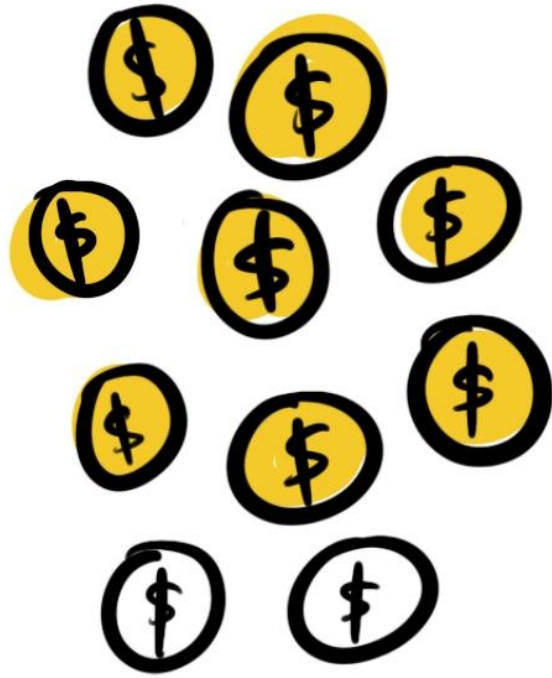
80% of Your REVENUE COMES FROM **20%** of Your MARKETING EFFORTS



80% of Your SALES COME FROM **20%** of Your SALES PEOPLE



80% of Your REVENUE COMES FROM **20%** of PRODUCTS



80% of Your REVENUE COMES FROM **20%** of Your ACTIONS

YOUR MISSION

SHOULD YOU CHOOSE TO ACCEPT IT...

(BUT ONLY IF YOU WANT TO WORK LESS + EARN MORE)



BECOME A

80/20

DETECTIVE

IN YOUR BIZ.

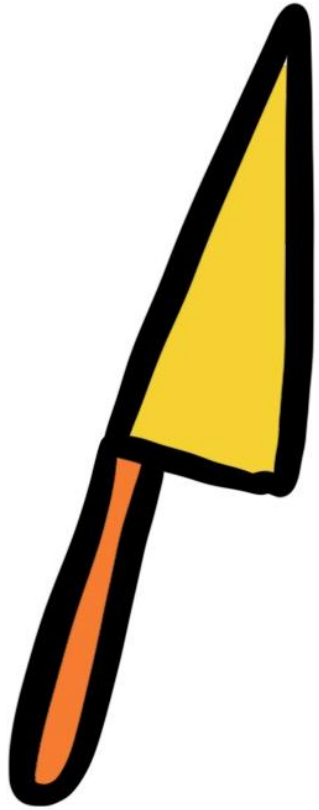




FIND the DATA
of YOUR TOP
20%.

2. BECOME A
80/20
MURDERER
IN YOUR BIZ.





KILL OFF the
UNDERPERFORMING
80%

3.

BECOME A
80/20

GARDENER



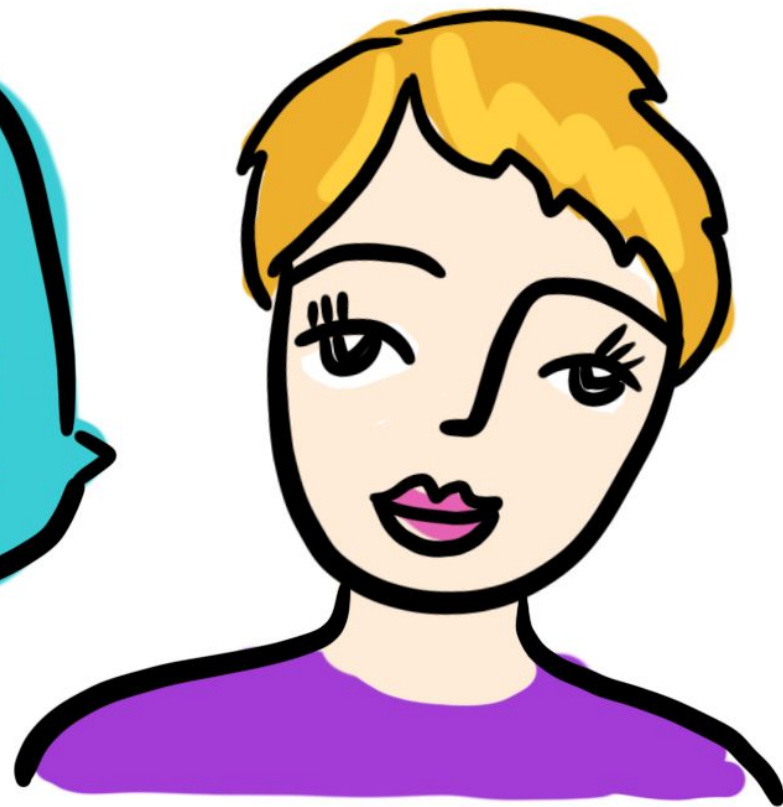


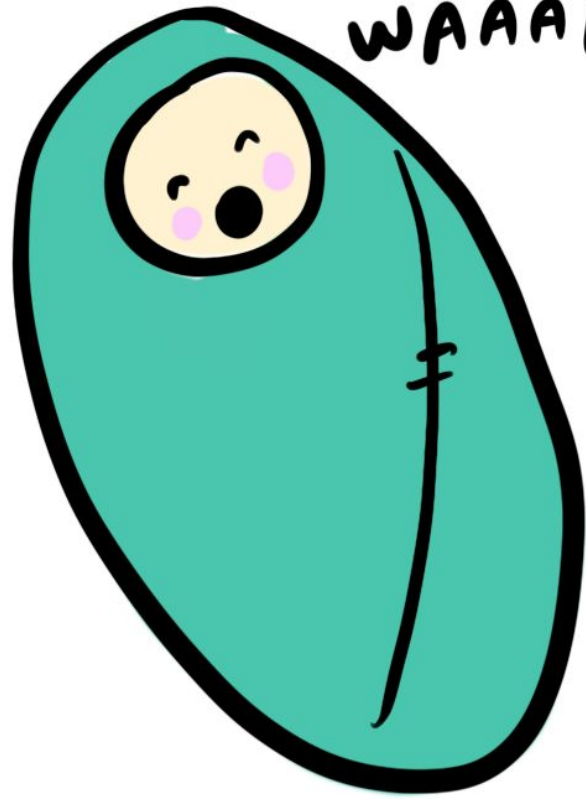
TEND TO

the top 20%.

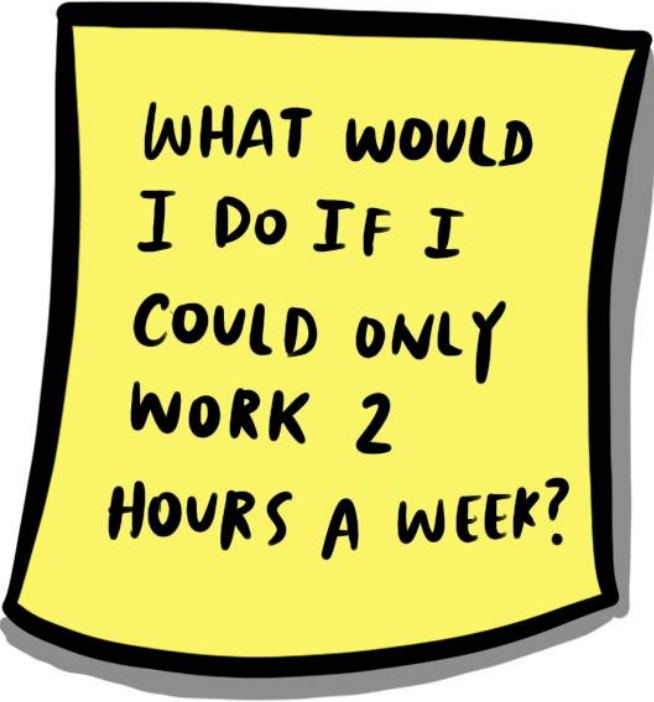
So they GROW
EVEN MORE...

80/20
EXAMPLES
FROM MY BIZ!





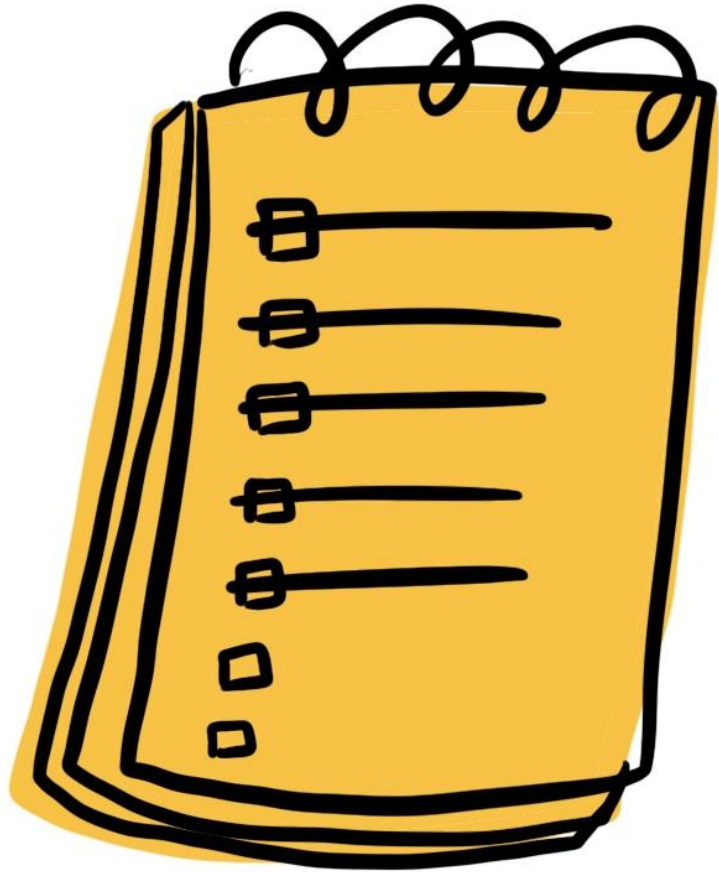
WAAAH! I CRAFTED A
BUSINESS MODEL
THAT WAS
SLEEPLESS-
BABY PROOF



WHAT WOULD
I DO IF I
COULD ONLY
WORK 2
HOURS A WEEK?



POST IT
NOTE ON
MY DESK



I KILLED
OFF 90%
OF MY WHOLE
COMPANY'S To
DO LIST.

I TELL MY ASSISTANT

at SOME Point, You will
BECOME TOO BUSY. COME
TO ME & I WILL KILL
OFF THE 80%. INEFFECTIVE
& MAKE ROOM FOR MORE 20%.

DON'T DELEGATE.

INSTEAD

DELETE



AUTOMATE



SYSTEMATE



DELEGATE

Want to SEE MORE of MY
PARETO'ed BUSINESS?

WWW.LEONIEDAWSON.COM



gloriously illustrated
Want this [^] SLIDESHOW
as an e-BOOK?

LEONIEDAWSON.COM/PARETO