



# BEYOND PEAK PERFORMANCE™

with Melissa Slawsky, Ph.D.

## THREE SHIFTS FOR HIGH-PERFORMERS TO HIT THEIR BUSINESS GOALS FASTER (AND SIMPLIFY THEIR LIVES)

If you want to elevate your life's work and perform at your highest level (without running yourself into the ground), this is for you ...



## IMAGINE: Running a High-Impact, Profitable, World-Changing Business, Working with Clients You Love...

- While doing the *fulfilling work you were put on this planet to do* (working with clients who light you up)
- **Creating that level of *impact*** (and income) that makes this whole business thing worthwhile
- **Without the *overwhelm*** (or overhead) that comes with running a business the traditional way.



# BEYOND PEAK PERFORMANCE™

with Melissa Slawsky, Ph.D.



Hi, I'm Melissa Slawsky.

I help high-performing service-based business owners shift from High-Performance to High-IMPACT so they can hit their business goals faster and simplify their lives.

*After two decades of solopreneurship - either 'running my own show' or as a freelancer, I learned the importance of being FIRED UP about what you do (without burning out, flaming out, or running myself into the ground.)*

Literally the poster child for 'running myself into the ground' in pursuit of my goals, not even back surgery, burnout, or bankruptcy could keep me from pursuing the *fulfilling* work I was put on this planet to do. It wasn't until my typical strategies of 'working harder' and 'knowing more' stopped working for me, that I had to go back to the drawing board and figure out a better way.

I can't wait to share what I've learned with you!

# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

## SHIFT 1.

FROM HIGH-PERFORMANCE TO HIGH-IMPACT  
(so your business performs as well as you do.)

Here's the thing about high-performers driven to do great work...

**You are usually *over*-performing (while aspects of your business are under-performing.)**

*Extraordinary* service-providers usually put all of the focus on their own performance - continually sharpening their skills, adding to their body of knowledge, and putting all of their energy/effort/and resources on client results.

**The problem?** While operating in this way may be fulfilling in the short-term, there are no systems or leverage to support the high-level work that you do. [And high-level service work often leads to burnout.] It's not scalable (or sustainable) in the long-term.

[And, when you're the one running the show, you've got more than just yourself to worry about... There's a behind-the-scenes, an audience, and clients to engage...]

**The solution?** First, a mindset shift...

The next time you add one more thing to that calendar or to-do list, ask yourself,

**"How can I shift from High-Performance to High-IMPACT?"**

Next, let's talk logistics...

When you're a high-performer, you're going to set yourself up for success and distribute some of the focus - with a strategy and behind-the-scenes systems to support the high-level of work that you do...

Keep reading to find out more...



# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

## SHIFT 2.

FROM "I CAN DO ANYTHING FOR ANYONE"  
TO *SPECIALIZED* BUSINESS OWNER

Another thing about high-performers driven to do great work...

**You are usually trying to do too many things for too many people (rolling out the red carpet for anyone.)**

*Extraordinary* service-based business owners know a lot and can do a lot. It's easy for clients to recognize and trust your work, so it's natural for them to ask, "What *else* can you help me with?" (which scatters your efforts)

**The problem?** It's difficult to be recognized as a specialized expert in your field – or the go-to person for the problem you solve and results you provide (which makes marketing your business an uphill battle). And, you may find you attract clients who don't align with your core values or value the work that you provide.

[And, when you're the one running the show, you don't want to be spending a ton of time on marketing or working with clients who drain you.]

**The solution?** First, a mindset shift...

The next time you go to talk about your business to a prospect, ask yourself,

**"What is the highest level (and highest value) work that I can provide?" (so you're not tempted to offer everything else under the sun.)**

"THERE'S AN ART AND A SCIENCE TO WHAT YOU DO - THAT MAKES YOU REMARKABLE AND DIFFERENT THAN ANYONE ELSE OUT THERE. THE KEY IS TO CAPTURE IT AND COMMUNICATE IT, SO IT'S RECOGNIZABLE AND REPEATABLE."

- MELISSA SLAWSKY

There is nothing more inspiring than when someone is 'in their element,' in their zone of genius, ON FIRE, using their 'super powers,' and enjoying themselves in the process... When your clients get the best of you, everybody wins.

## When you're *extraordinary* - there's an art to what you do...

The problem?

Like a great work of art, or musical performance - that has something interesting to say, a distinct point of view.

It makes someone *feel* something.

But here's the thing, not everyone's going to like it.

One of the hardest lessons I've had to learn in life is that **I'm not going to be for everyone (and everyone is not going to be for me.)** While this has been extremely hard for me to come to terms with as a person, **it's actually an asset in business.** A dynamic brand will instantly repel who you do *not* want to attract in order to serve as a "beacon" for the select few that you *do* want to attract [Unless you have the marketing budget of Starbucks or Coca-Cola... then you can appeal to everyone.]

So, the next time your first instinct is to work harder, learn more, or be *better* - try looking at 'performance' through a different lens...

# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

**How can you express your ARTISTRY - that which makes you remarkable, unique, and different from anybody else who does what you do?**

Capture this and communicate it to give you an 'edge.'

Next, let's talk logistics...

**Once you get clear on your highest-value work, you're going to want to get clear on the value of it (so you can put a price-tag on it) and figure out who you *most* want to serve.**

Ask yourself:

- Who are the clients that I LOVE working with?
- Which clients light me up? (I leave *energized* as a result of working with them...)
- Which clients actually *appreciate* the real value of what I provide?
- Which clients get the *best* results from the work that I provide? [It's like a co-creation, and 1+1= 1,063]

**[And if you can't answer these questions, you might be able to come at this from the opposite angle...]**

- Who are the clients that may be less-than-ideal? (You wouldn't use the word 'love' when it comes to working with them.)
- Who are the clients that leave you feeling *drained* after working with them? (Things aren't natural, it's just difficult...)
- Which clients do not value or appreciate the *full* and *true* value of what you provide?
- Which clients get ho-hum results? (They are either missing something or are not implementing to reap the full benefits of working with you.)



# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

"When it comes to finding your community, two words:  
Don't settle. Even if no one in your life "gets" you now,  
your people exist. Intend to find them, have faith they will  
find you, and know your meeting is certain."

- MARTHA BECK

Note - You may find that you will use more personality-driven, core-value, or mission-based language (e.g., psychographics), rather than simply talking about what they do or call themselves (e.g., demographics).

**For example, because you have identified with being a high-performer, I can surmise that you are most likely *very* good at what you do, you're driven to do great work, and work isn't a 4-letter word for you...**

[You might be Type-A, struggle with perfectionism, have a hard time 'turning off...']

You might even find that fulfillment is a core value for you (because you've learned that happiness is more of an "inside job" and doesn't necessarily exist at the 'top of the mountain.)

[Notice that I am able to speak to a particular group of people, all growth-oriented, with a specific set of core values, desired results, and challenges and it's going to feel quite natural to speak to them (because I also share these visions and values.)]

This is also my wish for you.

**The Result? Clients and prospects recognize you as a *specialized* business owner (which allows you to simplify your business, while charging a premium for what you do.) And, you get to work with clients who light you up! It's a win-win.**

# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

## SHIFT 3.

### FROM RECREATING THE WHEEL EVERY SINGLE TIME TO *SYSTEMIZED* BUSINESS OWNER

(i.e., Ditch the "Hamster Wheel.")

Here's another thing about high-performers...

**There's usually a sense of pride in doing things 'the hard way,' or doing everything yourself.**

Of course, there's nothing wrong with working hard to achieve the things you find worthwhile.

**The problem? Recreating the wheel or manually doing the work (every single time) is another one of those 'drains' on your 'battery,' which leads to burnout.**

There's a better way.

# THREE SHIFTS TO HIT YOUR INCOME GOALS FASTER (AND SIMPLIFY YOUR LIFE.)

**When you're extraordinary at what you do - you've got this down a science.**

There is usually a series of systems and patterns that you repeat without realizing it.



**The solution?** Spot patterns for efficiency. Capture these systems and processes, so they are repeatable (and say goodbye to the 'hamster wheel'.)

That series of steps and milestones you take your clients through becomes your Signature System. Any behind-the-scenes administrative or onboarding processes that are repeated can be automated, so you're not manually recreating the wheel from scratch...

**The result?** You get to keep more of your focus on the fulfilling work you were meant to do, and getting awesome results for your clients.

There you have it - three shifts to hit your income goals faster (and simplify your life.)

While these shifts, on the surface, may seem simple... You're smart enough to know that 'simple' doesn't necessarily mean 'easy.'

[Besides, high-performers don't do things because they're easy anyway...]

**Will it be worth it? You better believe it.**





# READY TO SAY "GOODBYE" TO THE HAMSTER WHEEL?

## Are you a high-performer who wants to hit your business goals faster (and simplify your life?)

If you're an *extraordinary* service-based entrepreneur looking to take your business to the next level and would like to explore the possibility of getting help -

- **The Strategic Plan to grow your business** (without running yourself into the ground.)
- **Capturing and communicating the art and the science of what you do**, so it's recognizable and repeatable™
- **Your artistry** - that which makes you remarkable, unique, and different than anybody else
- **The patterns and systems** that occur in your work, which lead to efficiency

**You're invited to join me for a no-cost, no-obligation Strategy Session, where together we will:**

- **Define your next steps** when it comes to growing your business,
- **Outline a specific plan** for implementing those steps,
- **Identify the biggest opportunities** to move the needle forward fastest in pursuit of your goals.

**SCHEDULE YOUR COMPLIMENTARY STRATEGY SESSION HERE:**

<https://melissaslowsky/consultation/>