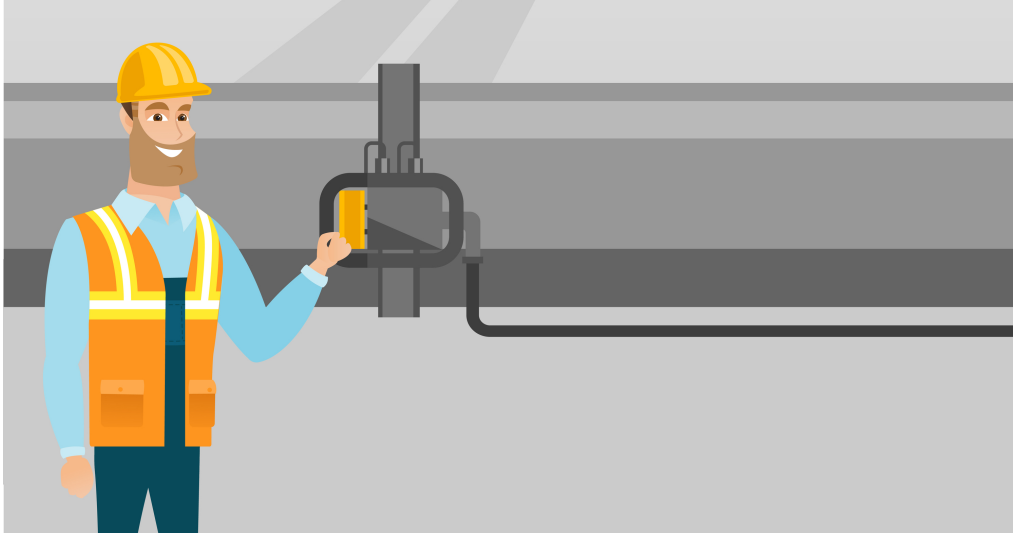


## Summary Notes

### Session 14: Building Your Best Pipeline



1. Knowing the numbers is everything.
2. By tracking the data and analyzing it, you will reveal your best customers to expand on, and your worst customers to eliminate.
3. You have complete control over your business health and wellbeing; let your competitor go broke tired.
4. Your past jobs are a gold mine!