



# **BREAKING THROUGH** **\$1 MILLION**

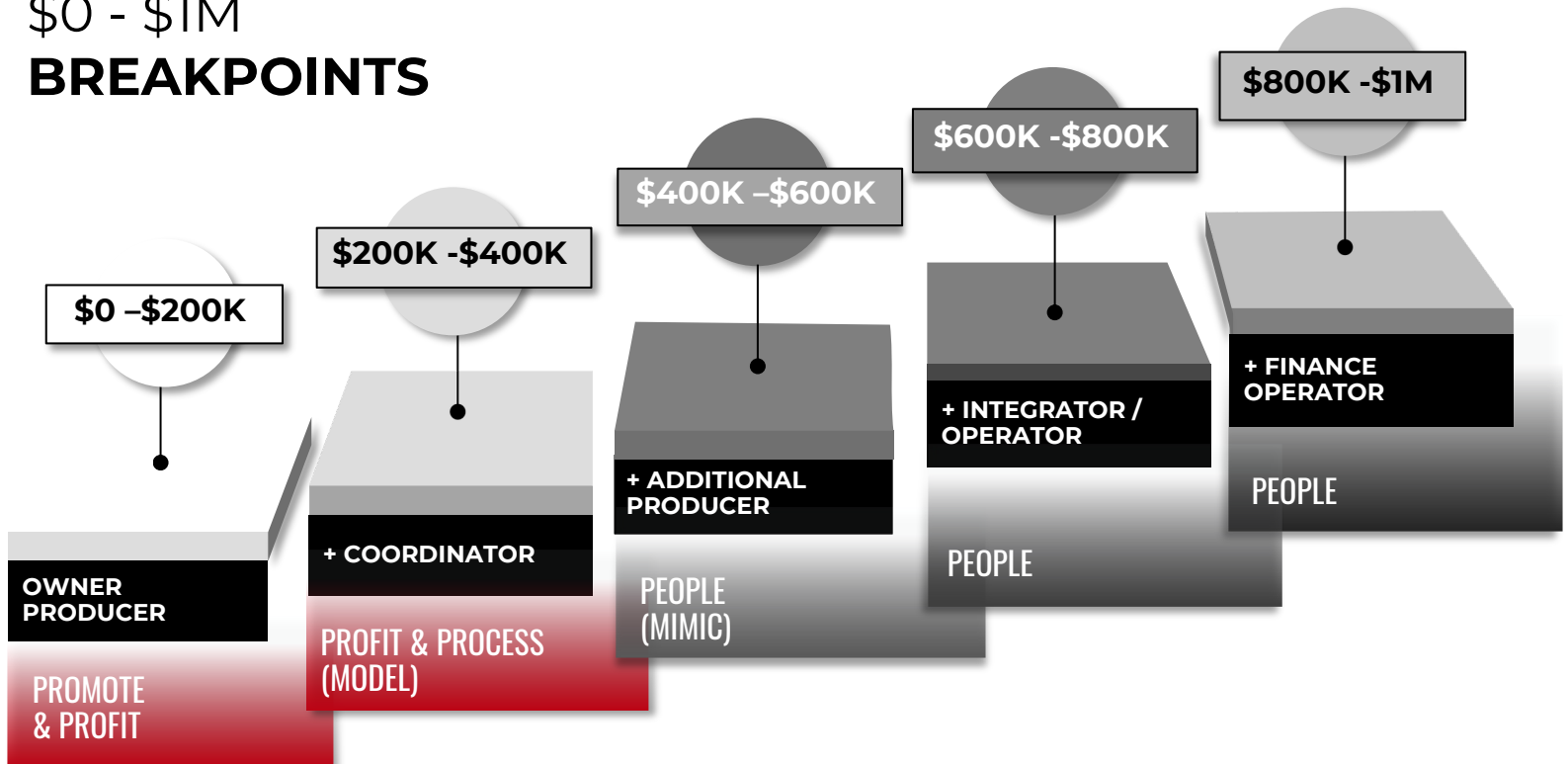
A BUSINESS GROWTH RESOURCE GUIDE  
FOR SMALL BUSINESS OWNERS



# ROADMAP TO \$1M

## THE 4 P'S

### \$0 - \$1M BREAKPOINTS



## SCALING ALGORITHM | THE 4 P'S

### 1. PROMOTE

**"If people don't know you, they can't flow you." – Grant Cardone**

You should be promoting everything that is relative to propelling the business forward. The key is to generate FLOW into the business.

### 2. PROFIT

Profit is how you ultimately measure the effectiveness of your promotion and scaling efforts. Your results are dictated by your actions that drive the right kind of customer **FLOW** into your business, and then how you effectively **CONVERT** those customers to your products and services.

### 3. PROCESS

Once you know the actions that generate profit for the business, you must **document the processes** and best practices as a roadmap for success.

### 4. PEOPLE

Now that you have the processes that you know lead to successfully generating a profit, it's time to add people that can **MODEL, MIMIC, & MULTIPLY** exactly what you can prove works by following the processes you've created.



## PROMOTE

Your #1 job in your market is to capture attention, build brand awareness, attract customers, and otherwise drive flow into a business by way of positioning relevant content that conveys a compelling and unique value proposition. Massive promotion is what ultimately creates massive success.

### THE 7 PROMOTES

THE 7 Promotes help you attract attention into every aspect of how people can engage with you. Where there's a lack of commitment, there will be a lack of results. It is your duty and responsibility to promote, promote, promote.

- 1.What** You Do
- 2.Why** You Do It - Your "Passion"
- 3.Who** you do it for - Target Client
- 4.Your **Value Proposition**
- 5.Why Someone Should **Join** You
- 6.Promote **Your Team & Client Wins**
- 7.Teach** Your Team & Clients to Promote the Other 6 Promotes

Identify your **7PROMOTES** to your marketplace.

What do you do?	
Why do you do it? (Your Passion)	
Who do you do it for? (Target Client)	
What is your value proposition?	
Why should someone join you?	
How can you promote your team & client wins?	
How will you engage your team & clients to promote the 6 above promotes?	



## PROFIT

The goal of promotion is to drive flow into the business, but flow without turning a profit will ultimately result in an unscalable business. There are 3 leading metrics that all business owners should monitor in their business to ensure it is scaling effectively and remaining profitable.

- Total Revenue
- Revenue Per Employee (RPE)
- Profitability

### REVENUE PER EMPLOYEE

Businesses should set targets to fall between \$250,000 - \$500,000 of RPE, based on paying their employees an average of \$85,000 a year. This target would result in a healthy 12% - 40% profitability range.

REVENUE PER EMPLOYEE (RPE)	PROFITABILITY RANGE
\$100,000	0% – 5%
\$250,000	12 – 18%
\$500,000	18 – 40%

### CALCULATING REVENUE PER EMPLOYEE

1. For **LAST YEAR** enter your **Revenue** and **# of Employees** into the boxes below.
2. Divide Revenue by # of Employees and enter that number into the **Average Revenue Per Employee (RPE)** box.
3. Repeat steps 1-3 for the row **THIS YEAR & NEXT YEAR**.

	ANNUAL REVENUE	# OF EMPLOYEES	AVERAGE REVENUE PER EMPLOYEE
LAST YEAR (HOW DID YOU DO?)			
THIS YEAR (WHAT WILL YOU DO?)			
NEXT YEAR (WHAT DO YOU PLAN TO DO?)			



## PROCESS

Once you know the actions that generate profit for the business, it is important to document the processes and best practices as a roadmap for success.

Use the template below to outline proven processes in the business.

TASK / PROCESS NAME:	
<b>VISION:</b> What is the purpose of this process? Why is it important for the organization?	
<b>COMMITMENT:</b> What is the organization's commitment to the stakeholders involved with this process?	
<b>EXECUTION:</b>	See steps below.
<b>TEMPLATES AND RESOURCES:</b> What resources or templates exist that are needed to complete this process? What resources should be created?	
<b>VIDEO OVERVIEW:</b>	
<b>SCREENSHOTS:</b> Paste visuals of the individual steps in the process.	<b>PROCESS STEPS:</b> <i>Outline the steps of these processes, one step in each box.</i> 1.
	2.
	3.



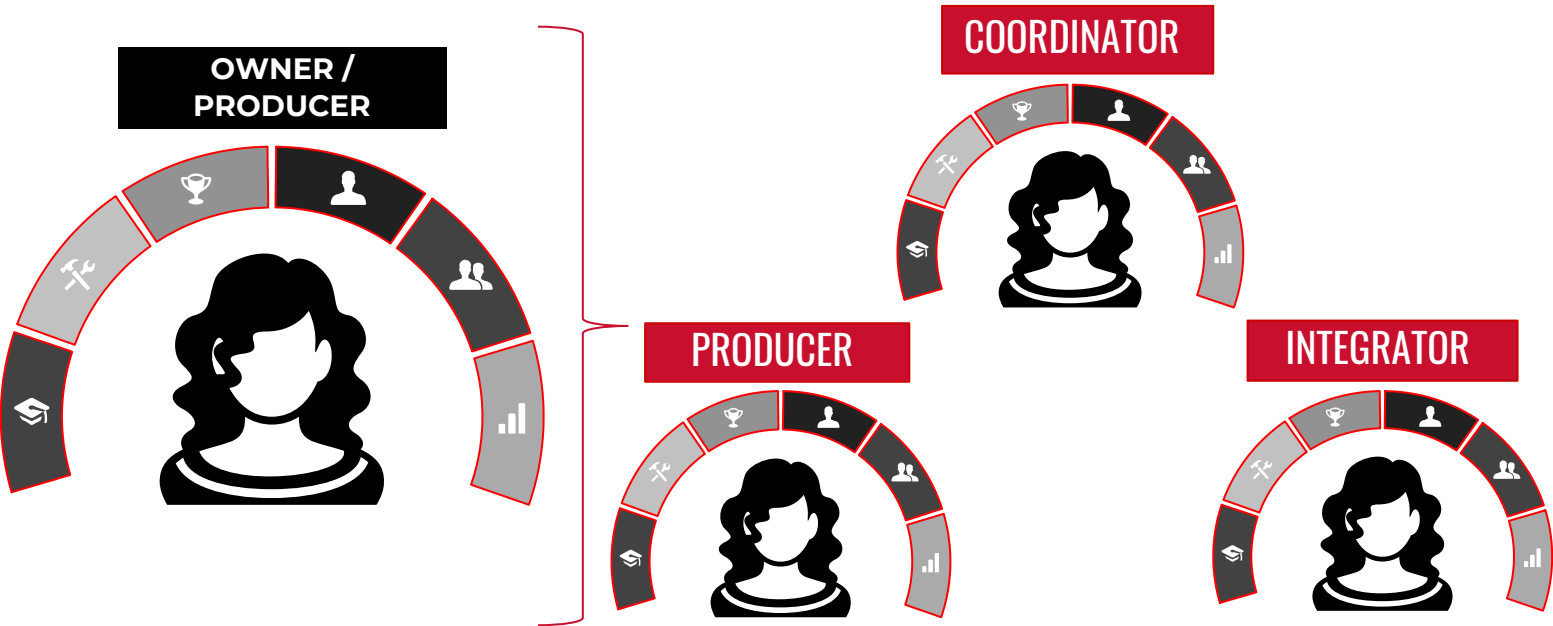
# PEOPLE

Now that you have the processes that you know lead to successfully generating a profit, it's time to add people that can **MODEL & MIMIC** exactly what you can prove works by following the processes you've created.

See the chart below for what roles to add into the business and when.

BREAKPOINT	HIRING ROLE FOCUS
\$200K – \$400K	Coordinator
\$400K – \$600K	Additional Producer
\$600K – \$800K	Integrator / Operator
\$800K – \$1M	Financial Operator

## RULE OF 3 | \$0 - \$1M





In order to efficiently and effectively scale through people, outline roles in the business using the following guidelines:

1. **OBJECTIVES** – What are the knowledge, skills, and abilities that make them a top performer?
2. **COMPETENCIES** – How do they contribute as an individual as well as their overall impact to the team and the business?
3. **METRICS** – How are you measuring their impact to the business?





# ASSESSMENT

## DUPLICATION (MODEL & MIMIC)

### IDENTIFYING TASKS FOR DUPLICATION

- In order to efficiently and effectively scale your business, you must first properly identify and intentionally duplicate yourself.
1. In the first column, list up to 18 activities you are responsible for, starting with the activities that occur daily.
  2. Circle the 4-6 most important things you do each day to move the business forward and move them into column 2.
  3. Then, anything you did not identify as important, move to column 3.
  4. Next, review column 3 and identify the 4-6 items that have the least impact on your day that you still need to complete

1 DAILY ACTIVITIES	2 LOVE HIGH-IMPACT/PROFITS	3 DON'T HIGH-IMPACT/PROFITS	4 DON'T LOW-IMPACT/PROFITS



# RULE OF 3 RESOURCE

	OBJECTIVES KNOWLEDGE, SKILLS, ABILITIES INDIVIDUALLY & WITH THE TEAM	COMPETENCIES	METRICS IMPACT MEASUREMENT
1. COORDINATOR: <div>Person <input type="text"/></div> <div>Current Role to <input type="text"/></div> <div>Hire <input type="text"/></div>			
2. PRODUCER: <div>Person <input type="text"/></div> <div>Current Role to <input type="text"/></div> <div>Hire <input type="text"/></div>			
3. INTEGRATOR: <div>Person <input type="text"/></div> <div>Current Role to <input type="text"/></div> <div>Hire <input type="text"/></div>			



