

SCALE BACK TO SCALE UP

HUSTLE

INTENTIONAL

WEARING ALL THE HATS	DELEGATES AND HIRES OUT
UNSURE OF SKILLSET	KNOWS ZONE OF GENIUS
ONLY SETS GOALS ON JANUARY 1ST	SETS GOALS OFTEN
FREE VERSIONS	PAID VERSIONS
FREE COURSES	1:1 SUPPORT/ COACHING
BUILDS OWN WEBSITE	HIRES A PROFESSIONAL DESIGNER
SELLS ON SOCIAL MEDIA	CONNECTS ON SOCIAL MEDIA
FREE NETWORKING	PAID NETWORKING
SPREADSHEETS	CRM
SPENDS HOURS ON LOGO	LOGO ISN'T WHAT BOOKS CLIENTS
DOING	BEING
BABYSITS BUSINESS	TAKES VACATION AND TIME OFF
RELIES ON MEMORY TO FOLLOW UP	AUTOMATES FOLLOW-UP
HUNTER MINDSET	FARMER MINDSET
UNSURE ABOUT CUSTOMER JOURNEY	CUSTOMER JOURNEY IS MAPPED OUT

