



# THE 3X TO 7X TRANSFORMATION PLAYBOOK

DOUBLE YOUR BUSINESS VALUE WITHOUT DOUBLING REVENUE

## THE TRUTH ABOUT MULTIPLES:

### 3X Business (Where You Are)

- Owner makes all decisions
- Revenue tied to owner presence
- No documented systems
- Single points of failure
- Buyers see: Expensive job

### 7X Business (Where You're Going)

- Team makes daily decisions
- Revenue grows without owner
- Everything documented
- Multiple people per role
- Buyers see: Cash machine

## FROM GRIND TO GROWTH:

### THE 5 FOUNDER UPGRADES

**1. Decision Shift From:** You decide everything **To:** Rules decide everything  
**Action:** Create 10 "If/Then" rules this week

**2. Customer Shift From:** They need you **To:** They need your system  
**Action:** Add 2nd contact to top 5 accounts

**3. Knowledge Shift From:** In your head **To:** In the cloud  
**Action:** Record 1 process video daily

**4. Revenue Shift From:** You selling **To:** Process selling  
**Action:** Create sales playbook

**5. Time Shift From:** 60-hour weeks **To:** 25-hour weeks  
**Action:** Block every Friday off

**The Secret:** Stop asking "How can I grow?" Start asking "How can I disappear?"

**GET YOUR BLUEPRINT!**

