

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!