VENUESCALE

VenueScale
Secrets

YOUR SUCCESS IS OUR BUSINESS MODEL

www.venuescale.com.au

Our $1,300,000 Mistake: Get Everything in Writing.

VENUE SCALE

Get Everything in Writing.

Our $1,300,000 Mistake

We once took over a business that we truly believed could change *everything* for us.

We were **all in**.

For over a year, we worked 12 to 14 hours a day, 7 days a week. *No days off. No paychecks.*

Just two founders pouring everything we had into growing something we believed in. We had a vision. We had investors backing us. We had momentum. And we had plans to take it to the next level.

The previous owner, still involved in the business, was being paid well and had influence over operations. He didn't always see eye to eye with our strategies, and there were times it felt like we were fighting uphill battles inside our own company. But we didn't stop. We pushed through. We kept building.

Then, something unexpected happened, an issue outside our control caused a delay in one of our first major payments, about 24 to 48 hours. We were open about it. Transparent. He agreed. Said it was fine.

So we kept working.

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Get Everything in Writing.

Our $1,300,000 Mistake

But when the due date arrived, *everything changed.*

Without warning, he emptied our business bank account, changed every password, locked us out of all platforms and tools, and took back control of the *entire* company.

Just like that...Everything we had built was **gone.**

The thousands of hours. The nights we didn't sleep. The sacrifices.

All of it, ripped away in a moment.

We had a solid contract in place for the sale of the business. But not for the agreement to delay that single payment. That one small, verbal confirmation, left undocumented, was all it took for everything to collapse.

We didn't just lose the business which was valued at close to *$2,000,000*. We were left with over **$1.3 million in debt**.

And it wasn't from bad spending. It was from obligations we'd taken on in good faith, payables, inventory, investor capital, and growth commitments.

All because of one conversation that *should've been in writing.*
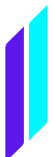
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Get Everything in Writing.

Our $1,300,000 Mistake

This was one of the hardest experiences of our lives. Not just financially, but mentally, emotionally, and spiritually.
We questioned everything.

How could someone do this?
How did we not see it coming?
Why didn't we protect ourselves better?

We've carried this for a long time. But we share it now because we know there are people reading this who are in the same position we were, working hard, moving fast, trusting people, and assuming everyone has the same intent as you.
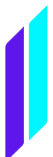
They don't.

And that's why we say this with absolute conviction:

If it's not in writing, ***it doesn't exist.***

No matter how small.
No matter how casual.
No matter how much you trust them.

It only takes ***one*** bad moment to erase everything you've built.

Don't let it happen to you.

VENUE**SCALE**

Get Everything in Writing.

Our $1,300,000 Mistake

BIGGEST LESSON: GET EVERYTHING IN WRITING

- It doesn't matter if it's *family.*
- It doesn't matter if you *"trust them."*
- It doesn't matter if you've *worked together for 10 years.*
- It doesn't matter if they *"seem chill about it."*

If it's not in writing, *it doesn't exist.*

We learned that lesson the hard way, and it cost us over ***$1.3 million.***

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Get Everything in Writing.

Our $1,300,000 Mistake

HOW TO AVOID OUR MISTAKE

1. Document Every Agreement

No *"he said, she said."*

If a payment is delayed, document it...

If a task is agreed to, document it...

If equity or ownership is shifting, have a lawyer write it up...

2. Have Contracts for Every Relationship

- Staff
- Suppliers
- Partners
- Vendors
- Even family

If someone has access, leverage, or control, they need a contract.

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Get Everything in Writing.

Our $1,300,000 Mistake

HOW TO AVOID OUR MISTAKE

3. Use Emails, Not Just Messages

Verbal convos *disappear...*

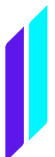Texts get *lost...*

WhatsApp *isn't* a legal safety net...

Use email. Keep a paper trail. Build receipts....

4. Write It Down. Send It Back. Confirm It.

If something important is said in a meeting, write a short recap email:

"Just confirming that we've agreed to XYZ, with payment due by XYZ."

That one sentence could save your business one day.

VENUE**SCALE**

The Half Built Bridge

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The Half Built Bridge

Why You're Stuck, Burnt Out, and Not Moving Forward

We've been exactly where you are.

You're working like a machine, putting in the hours, sacrificing weekends, burning your brain on 50 different ideas, trying to push the business forward.

You *care*. You're *ambitious.*

But if you're honest with yourself, nothing ever really feels done.

You've got three marketing projects sitting at 70%, a new upsell strategy "almost ready to launch," a referral system in the works, and a website redesign that's been "in progress" for six months.

You're moving a hundred things forward a few centimetres at a time, and wondering why the business isn't taking off.

We get it, because *we did it too.*

VENUE**SCALE**

The Half Built Bridge

Why You're Stuck, Burnt Out, and Not Moving Forward

Early on, we thought the answer to scale was to do more.

More ideas, more projects, more promotions, more hustle. But we didn't realise what we were actually building... A graveyard of **half-built bridges.**

We'd start something, hit resistance, and jump to the next shiny idea.

Then *another*. Then *another.*

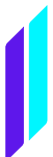Each one felt like the "thing" that would change everything.

None of them did, because none of them were finished.

YOUR
IDEA

CASH

VENUE**SCALE**

The Half Built Bridge

Woman in The Red Dress

Let me explain The Woman in The Red Dress Analogy.

It comes from the movie The Matrix. In one scene, a woman in a bright red dress walks past, and the main character, Neo, gets distracted. But it was all fake. A setup. While he was looking at her, he missed the *real threat.*

This is exactly what happens in business. You'll be shown flashy tools and exciting new ideas, but most of them don't actually help you grow. They just pull your focus away from what really matters.

It's called The Woman in The Red Dress, because every time we were committed to one path, something new and exciting would come along and distract us.

And so we'd start again.

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The Half Built Bridge

WHAT CHANGED EVERYTHING

We made a rule: Only build one bridge at a time.

We forced ourselves to pick one project and see it through, *no matter what.*

One growth strategy

One campaign

One system

Finished. Polished.

That's when things started to move.

Our revenue jumped. Our systems improved.

Our team had clarity.

We had clarity.

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The Half Built Bridge

HOW TO FIX IT

1. List everything you're working on right now

Seriously. Write it down.

You'll be shocked how long that list is.

2. Circle the ONE thing that will move your business forward fastest

Not the sexiest idea. Not the one you're most excited about.
The highest leverage one. That's your next bridge.

3. Create a NOW → NEXT → LATER board

- NOW: One project. One focus. No distractions.
- NEXT: What's coming after it's finished.
- LATER: Everything else. No matter how good it sounds.

Stick it up on the wall. *Follow it like gospel.*

If someone on your team tries to start something new, ask, **"Is the current bridge done yet?"**

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The Unnoticed Importance of Goal Setting

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The Unnoticed Importance of Goal Setting

THE GOAL SETTING GAP

Initially, running our businesses, we were in grind mode. *Full throttle.*

We'd wake up, hit the ground running, and put out fires all day.

But if you asked us, "What's the specific revenue goal for next month?" or "What needs to happen in the next 30 days to grow this business?"

We couldn't give you a clear answer.

We weren't building toward something, we were just surviving.
And *that's* the trap.

When you don't set the right goals, you end up making decisions based on pressure, emotion, or random opportunity.

You're not building a business. You're reacting to a mess.

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The Unnoticed Importance of Goal Setting

THE DIFFERENCE BETWEEN WISHES AND TARGETS

Saying, "We want to grow," isn't a goal.

"Hopefully we get more bookings this month," isn't a strategy.

That's hope.

A real goal gives your business a target to align around, and it forces strategic clarity.

Here's what we implemented that made the difference:

The Unnoticed Importance of Goal Setting

THE DIFFERENCE BETWEEN WISHES AND TARGETS

1. Set a Specific Target

Pick the number. *Lock it in.*

"We're going to generate $78,000 in revenue this month."

Now break that down backwards:

- Average booking size = $58
- That means 1,345 bookings
- Which means we need 337 per week
- Which means we need X leads, X conversion rate, and X ad spend
- Which means the offer and funnel need to be locked in now

The target isn't just a number, it's a blueprint.

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The Unnoticed Importance of Goal Setting

THE DIFFERENCE BETWEEN WISHES AND TARGETS

2. Design the System That Will Hit The Goal

Now that you know where you're going, ask:

"What system needs to be installed or improved to get us there faster, cheaper, and more consistently?"

Examples:
- A weekday flash sale
- A new upsell system on confirmation pages
- A follow up sequence for abandoned bookings
- A new marketing campaign

Set a goal around completing the system, not just starting it.

"Build and launch upsell system by the 18th, live and tested."

Important: Goals around systems create scale. Goals around effort create burnout.

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The Unnoticed Importance of Goal Setting

THE DIFFERENCE BETWEEN WISHES AND TARGETS

3. Create a Behaviour Anchor

The most overlooked part: **Who** *do you need to become in order to hit that number?*

We call this the behaviour anchor, the one personal discipline or shift that will drive everything else.

Examples:

"No new projects until current one hits 100% done."
"Delegate all low impact tasks for the next 30 days."
"Don't go to sleep until your team knows exactly what tomorrow looks like."

This isn't motivation. This is about identity.

Every new level of your business requires a new level of you.

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The Unnoticed Importance of Goal Setting

THE DIFFERENCE BETWEEN WISHES AND TARGETS

TRY THIS (RIGHT NOW)

Here's how to start using this today, on paper, whiteboard, or a Google Doc:

- **GOAL:** $ _ _ _ by _ _ _
- **WHY THIS MATTERS:** (write the real reason you want this)
- **METRIC BREAKDOWN:** Avg booking size → Bookings required → Leads needed
- **SYSTEM/S WE'LL IMPLEMENT:**
- **ONE BEHAVIOUR I'LL COMMIT TO:**
- **WHAT SUCCESS LOOKS LIKE (by the deadline):**

Fill that out, and you'll have more clarity than 90% of venue owners in your market.

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Volume Negates Luck

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Volume Negates Luck

THE DIFFERENCE BETWEEN WISHES AND TARGETS

The phrase **"Volume Negates Luck"** didn't come from a quote book or podcast script, it came from Alex Hormozi's (Serial Entrepreneur) early days running a gym business, where he was literally doing hundreds of outbound messages, cold calls, and ads per week to fill classes and keep the lights on.

He wasn't trying to be clever.
He was just desperate to get results, and realised that nothing was more consistent than sheer repetition and input.

He'd run an offer once, it might flop.
He'd run it ten different ways, one would take off.
And once it did, he **scaled the hell out of that version**.

That's when he realised: "People who win in business aren't lucky.

"They just do so much volume that winning becomes statistically unavoidable."

It became a principle he lived by. And later, taught inside every business he built.

VENUE**SCALE**

Volume Negates Luck

Test, Test, Test!
Until Success Becomes
Statistically Unavoidable

Before we understood this concept, we *thought* we were doing enough. A lot of business owners we have spoken with, feel the same.

We'd launch one ad, maybe two, wait 4-5 days, and if it didn't pop, we'd move on.

Frustrated. Disappointed.

I want you to imagine that you're posting *ONE* ad, trying *ONE* thing, testing only *ONE* option at a time. How slow do you think you will get great results? If they ever come...

The more volume you test, the faster you test, the quicker success will follow. This is an *immovable law.*

We hadn't earned the data.
We hadn't earned the win.

The truth hit hard:

We weren't testing enough to deserve consistent results.

VENUE**SCALE**

Volume Negates Luck

Suddenly, we weren't waiting for wins, we were engineering them.

Here's the part no one tells you:

This doesn't just apply to ads. It applies to every single part of your business.

If your social media isn't converting, don't stop posting. **Test, test, test.**
Try short reels, longer videos, emotional stories, humour, behind the scenes content.
One will hit, and when it does, *double down.*

If customers keep bringing up the same issue, don't patch it once and forget it. **Test, test, test.** Try new systems, team scripts, signage, layout, even scent and sound. One will fix it.

If staff aren't performing at the level you want, test different ways to lead them. Try weekly scoreboards. Try huddles. Try silent observation.
One of them will drive results. Then scale that method.

Just do so much volume that winning becomes **statistically unavoidable.**

That became our mantra.

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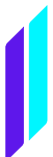
Volume Negates Luck

How To Apply This Today

1. Launch Before You're Ready

Stop perfecting your next ad, your next system, your next idea.
Push it live. Get data. Adjust fast.

2. Build "Volume Days" Into Your Calendar

One day a week, go into sprint mode:
- Film 10 content pieces
- Write 3 email flows
- Build and launch 2 Meta ad variants
- Test 3 Google Headlines
- Call 5 potential referral partners

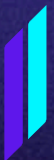### 3. Stop Measuring Success by Outcomes. Start Measuring by Actions.

Ask yourself:
- How many times did we try this strategy this month?
- How many different ways did we test this idea?
- Did we give this enough shots to deserve a win?

Volume creates clarity. Clarity creates winners.

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Hiring A – Players

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Your Business Is Just a Reflection
of Who's On Your Team

There was once a time that we severely underestimated the importance of hiring the right team member.

Early on, we were wearing 20 hats each. We were doing the bookings, running the ads, handling customer service, cleaning the venue, fixing systems, solving problems, coaching staff, you name it.

We were the engine. The machine. The back up plan.

We thought hiring would solve that. So we'd look around, do three interviews, and pick the best of the three.

That's where we got it *wrong.*

Because hiring just to fill a seat *almost always* backfires.

You don't need someone to "help you out."

You need someone who makes your business better.

VENUE**SCALE**

Hiring A - Players

Your Business Is Just a Reflection of Who's On Your Team

What we learned the hard way...

If you want to scale past $50k-$100k/month and actually get your time back, you need better staff.

The kind of people who:

- Own their role without needing daily hand holding
- Bring new ideas and better ways of doing things
- Are emotionally invested in the business outcome
- Free you up to build, not babysit

And you don't find those people by hiring the best out of 3.

You find them by interviewing **30 - 50**, and hiring the 1 who stands out.

We changed our standard from "fill the gap" to "this person must move the business forward."

That changed everything.

VENUESCALE

Hiring A - Players

Your Business Is Just a Reflection of Who's On Your Team

| Old Way	New Way
"Let's hire someone to help"	"Hire someone who makes us unnecessary"
"We can't afford top talent"	"We can't afford *not* to have them"
"We'll just train them on everything"	"They should already be elite at this role"
"Good enough for now"	"Best in market, or nothing"

Quick Hiring Tips:

- **Pay for A- Players:** if you want $400k performance, don't offer $65k salary
- **Don't rush it:** 1 amazing hire will outperform 5 average ones
- **Reference check deeply:** Ask: "Would you hire them again?"
- **Look for ownership mentality**: We want people who won't just show up and do the bare minimum. We want people ready to grow with the company.

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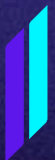
Track Your Data

VENUE**SCALE**

Track Your Data

You Can't Improve What You Don't Measure

There was once a time where we did not track our data.

For longer than we'd like to admit, we were flying blind.

We didn't know:
- What our exact conversion rate was
- How much it cost to acquire a customer
- What our AOV was
- How long it took staff to turn over rooms
- Customer satisfaction rate

We were doing what *"felt"* right. Making educated guesses.
And in fairness, things looked like they were working.

But we didn't realise we were missing out on tens of thousands, quietly, invisibly, every month.

And we couldn't fix it, because we weren't measuring it.

VENUE**SCALE**

Track Your Data

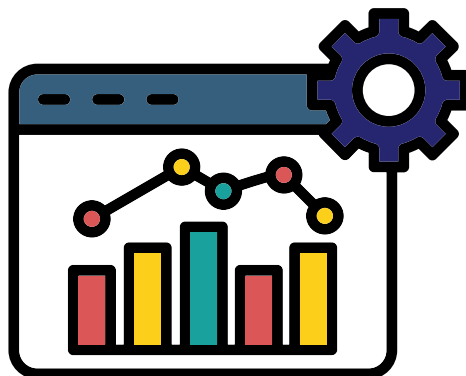## Tracking your numbers isn't about being organised, it's about making more money.

Most venue owners treat data like a report card.

You check it occasionally, see how things went, then get back to the chaos.

But that's not how high performance businesses operate.
Tracking the right numbers gives you control. It gives you leverage. It gives you speed.

Let's break it down with a few simple examples.

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Track Your Data

Tracking your numbers isn't about being organised, it's about making more money.

Conversion Rate (CVR)

Let's say your booking page gets 1,000 visitors per month.

If your conversion rate is *2%*, you're getting *20* bookings.

If you increase it to *4%*, you've just **doubled your revenue**, without spending a cent more on ads.

But if you're not tracking CVR, you won't even know if:
- Your checkout is broken
- Your offer isn't clear
- Your traffic is unqualified
- Or your mobile experience is killing bookings

CVR gives you a lens into how well your funnel is working.

And once you measure it, you can grow it.

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Track Your Data

Tracking your numbers isn't about being organised, it's about making more money.

Average Order Value (AOV)

AOV tells you how much each customer is worth.

This is one of the most important numbers in your entire business.

Let's say your AOV is **$58.**

If you increase it to **$66** through upsells or bundles, that's an instant **13%** revenue boost, with the same number of bookings.

If you're running ads, it tells you how much you can afford to spend to acquire a customer.

It's how you scale *aggressively* without going broke.

Higher AOV = more margin = more room to grow.

VENUE SCALE

Track Your Data

Tracking your numbers isn't about being organised, it's about making more money.

What You Can Do With This Data

Once you're tracking the right numbers, everything becomes easier:

IF YOU KNOW THIS   **IF YOU KNOW THIS**

Conversion Rate is Dropping	Test a new headline, offer, or checkout experience
AOV is Low	Introduce upsells, bundles, or tiered pricing
Ad Spend is Flat but CPC is Rising	Kill underperforming ads early and reallocate budget
Bookings Are High But Profit Is Low	Review staffing costs, margins, and refund patterns
Reviews Are Strong But Return Rate is Low	Improve post experience follow up and rebooking offers

Data isn't about complexity. It's about clarity.

You're not emotional, you're strategic.

You're not "trying everything" you're fixing the one thing that's actually broken.

This is how real businesses scale, with data.
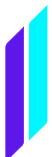
VENUE**SCALE**

The $100K/Month Mindset Shift

VENUESCALE

The $100k/Month Mindset Shift

What got you here, won't get you there.

Core Idea:

Most venue owners are playing the wrong game. They're operating like technicians, not entrepreneurs.

Your external results are simply a mirror of your internal operating system.

If you want to break the $100k/month ceiling, you must undergo a mental reframe: from "doer" to "builder".

"Your business grows to the extent you do."

This section isn't about motivation, it's about rewiring the operating system that runs your business (and you).

The habits that got you to $30k/month, are the same ones preventing $100k/month.

VENUE SCALE

The $100k/Month Mindset Shift

Operator vs Owner: The Reframe

Let's break down the fundamental mindset gaps between a plateaued operator and a scalable owner.

You'll find yourself in both columns. The goal is to shift fully to the right side.

TRAIT	OPERATOR MINDSET	OWNER MINDSET
Time	"I'm too busy to delegate."	"If I don't delegate, I'll stay trapped."
Control	"No one can do it like me."	"Systemise so anyone can do it"
Problem Solving	Firefighter: reacts to problems	Architect: prevents problems
Goal Setting	"Make more money."	"Build a machine that prints money."
Focus	Daily tasks	High leverage priorities
People	Staff = Cost	Staff = multipliers
Success	Me working more = Growth	Me working less = Growth

The Realisation That Changes Everything:

If your business needs you to function, you don't own a business.

You own a job.

This is the wake up call most owners avoid. But the few who accept it become untouchable.

VENUESCALE

The $100k/Month Mindset Shift

Practical Implementation – Becoming a $100k/Month Owner

Do a "Time Audit Brutality Check"

You think you know how you spend your time.
But until you track it, you're just guessing.

Here's how to do it:
- For 3 full days, write down everything you do in 15 minute blocks. Be brutally honest. Emails, messages, cleaning, solving staff drama, everything.

After 3 days, look at your notes and ask:
- Which of these tasks make me money?
- Which ones move the business forward?
- Which ones could someone else do?

You'll be shocked by how much of your day is spent doing $20/hour work.
To run a $100k/month business, you need to focus on $1,000/hour problems.

Action tip:
Highlight every low value task in red. These are your first delegation or automation opportunities.

VENUE**SCALE**

The $100k/Month Mindset Shift

Practical Implementation – Becoming a $100k/Month Owner

Implement the "Task Filter"

Every time a task comes up, whether it's a customer issue, a booking enquiry, an ad that needs editing, or someone asking you a question, run it through this simple filter:

Do it	→	Delegate it	→	Delete it

Here's how it works:

- **Do it** – Only if it's urgent, important, and can only be done by you right now. Otherwise, don't touch it.
- **Delegate it** – If someone else on your team (or someone you could hire) can do it, even 80% as well as you, they should. Your job is to give them the tools to succeed, not to cling to the task.
- **Delete it** – This is the step most owners skip. You tell yourself, "It only takes five minutes, I'll just get it done." But five minute tasks done 20 times a day = your entire day gone. If a task doesn't drive revenue, improve systems, or solve a real problem, *bin it.*

VENUESCALE

The $100k/Month Mindset Shift

Practical Implementation – Becoming a $100k/Month Owner

Weekly Strategic Hour

Once a week, block out one hour where you don't do anything.

No tasks. No calls. No putting out fires.

Instead, sit in silence and ask big questions:
- Where are we leaking money or time?
- What's still dependent on me?
- What's one bottleneck we could solve this week?
- If I got hit by a bus tomorrow, what would break?

Why it works:

Most venue owners are trapped in the day to day because they never stop to think long term. One hour of clear thinking is worth 10 hours of busywork.

Action tip:
Use this time to review your goals, check key metrics, or identify one process you can improve. This hour builds the future of your business.

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The $100k/Month Mindset Shift

Practical Implementation – Becoming a $100k/Month Owner

Install the "Vision to Execution Ladder"

Here's how it works:

VISION → METRICS → SYSTEMS → PEOPLE → RESULTS

- **Vision:** What does your business look like at $100k/month? Be specific. (e.g., 2 locations, fully booked weekends, 10 staff, you working 5 hours/week)
- **Metrics:** What numbers do you need to hit that? (e.g., 1,200 bookings/month at $58 average spend = $70k/month/location)
- **Systems:** What processes run daily without you? (e.g., automated bookings, upsell flows, staff schedules)
- **People:** Who owns each part of the machine? (e.g., managers, marketing assistant, casual team)
- **Results:** When all of this is aligned, the business grows. Without you being the bottleneck.

Most venue owners get stuck because they build backwards.

They start with random actions instead of building systems aligned with their vision.

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The $100k/Month Mindset Shift

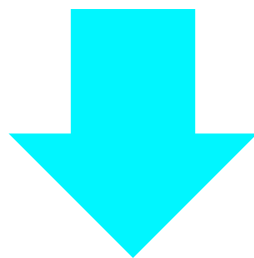## Practical Implementation – Becoming a $100k/Month Owner

Fire Yourself (One Hat at a Time)

Right now, you're wearing 10 hats, and 7 of them don't fit.

You're the:
- Marketing manager
- Staff trainer
- Cleaner
- Bookings agent
- Social media coordinator
- Customer service rep
- Business strategist
- …and the list goes on.

This is fine at $20k/month. But at $100k/month, it's a prison.

The $100k/Month Mindset Shift

Practical Implementation –
Becoming a $100k/Month Owner

Here's what to do:

Make a list of every role you're currently doing. Then, one by one, fire yourself from each.

Not literally, just remove yourself from that role by:
- Hiring someone
- Delegating to your existing team
- Building a system or SOP
- Outsourcing it

Do *one* per month. That's it. 2 if you're feeling frisky.

Within 6–12 months, you'll be shocked at how little you're needed, and how much more your business is making.

Reminder:
Your job is not to be the best at everything.
Your job is to build the machine that handles everything.

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