

THE 4 STAGES OF BUSINESS, AND WHAT TO FOCUS ON IN EACH (WHICH STAGE ARE YOU IN?)



STAGE 1: OPERATION DEBT CONTROL

What this stage looks like: In this stage of business, you have very little money to invest. You may even be in debt, and this makes it very difficult for you to pay for the things you need to make your business successful. You're making up to \$1K/mo and your revenue isn't consistent.



The big problem with this stage: When you go to business with an impoverished mindset, you set yourself up to simply receive poverty in return. A business needs not only the investment of your time and full belief in yourself, but also the investment of money whether you like it or not.

The solution for this stage: If you find yourself feeling stuck with your financial situation, not knowing how to invest in your business or get out of debt, then there are two main things you need. (1) A new empowered money mindset - one that empowers you to confidently spend, save, and make more money consciously, and (2) Rock-star money management skills, so that you know how to pay off your debt, or avoid creating new debt while you're funding your business.

STAGE 2: OPERATION CASH FLOW



What this stage looks like: In this stage of business, you either (1) are about to run with a new business idea that you have, or (2) have been in business for a while but are still stuck when it comes to generating revenue that gives you a paycheck each month. You're making less than \$5K/mo and your revenue isn't consistent.

The big problem with this stage: The challenge as a new business owner is that you need to bring in money fast, and at the same time there are so many investments that must happen in order to get your business going. Typically that means most business owners go into this stage focused on how they can make money NOW, NOT how they can keep making money in the long term.

The solution for this stage: To make back your investments in starting up your business and to fund the actions you'll need to take in the next stage of business (that will allow for you to scale), you need to focus on short-term cash injection. This typically means getting as many phone calls as possible and selling 1-on-1 services on them with 3-month minimum commitments. Once you've gotten some clients under you belt and you have the cash you need to sustain you in the short term, you can shift gears to looking at the bigger picture of how you can sustain this business long term.



STAGE 3: OPERATION AUTOMATION

What this stage looks like: In this stage of business, you're typically still working 1:1 with clients, but realize that's not going to work to scale your business long-term. There's only so much of you that you can give in one day and you don't want that to put a cap on your income. You're making over \$5K/mo consistently but you want to make more while working less.



The big problem with this stage: The challenge entrepreneurs have when they feel burnt out is that they continue doing things the hard way, which only makes the situation worse. Hustling is not the answer, no matter what any coach tells you.

The solution for this stage: The real secret to setting your business up so that it generates massive amounts of revenue with as little energy from you as possible is to Work Smarter, Not Harder. The 3 main principles of working smarter, not harder in any business are (1) Leverage, (2) Automation, (3) Delegation. You want to create offers that are highly leveraged, find a way to automate the process of selling and delivering them, and delegate anything in this process that isn't within your brilliance.

IF YOU FOLLOW THESE STEPS, THEN YOU'LL FIND YOURSELF IN THE NEXT STAGE:



STAGE 4: OPERATION VACATION

This is the stage you ultimately want to end up in (this is the end goal)! In this stage of business, you are working part-time hours but making more than you ever have before. You're taking vacations and putting your life first. Your business is set up in a way that you know clients are coming in consistently every month and no matter how many come in, you can handle it because leverage, automation, and delegation have given you more control over your time than you've ever had before.



This is the stage that everyone wants to be in, but as you can see it takes time and work to get there. Focus on the solution steps for the stage of business you're in and eventually you'll see yourself become a Balanced Entrepreneur.

