



SCALING YOUR SERVICE-BASED BIZ

Scaling a business is tricky.

To misquote Notorious B.I.G., some entrepreneurs think, “Mo money, No problems.”

Some folks think that if they could just have more money or sales, all their problems would go away and their business would begin thriving immediately.

This is patently false.

Businesses grow because of disciplines and systems. They don’t grow because of money. Money is simply a magnifier.

It makes your brilliance shine brighter, or your foolishness look colossally stupid.

Money won’t make you better. Training, frameworks, structures, accountability — those are the kinds of things that make you better.

Given to the right people, money can be an incredible magnifier of service, dreams, and vision; but if given to a person with the wrong structures, paradigms, and frameworks, it can be destructive.

Money is like a shovel: you can use it to build a bigger mountain, or to dig your own grave.

If you are truly in this to serve, I want to see you scale. You must scale because you’ll earnestly serve more people by doing such.

I hope you’ll find some inspiration and practical strategies in this lil’ workbook we’ve put together for you.

To infinity, and beyond!

Josh Shipp!

@JoshShipp



IDEAL WORKDAY



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**CHANGE
DEMANDS
GROWTH**
AND
**GROWTH
DEMANDS
CHANGE.**

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PERSONAL ROI



On the left under the smiley face, list everything you have to do in your business from most satisfying down to least satisfying.

On the right under the dollar sign, list everything you do that brings in the most revenue to the least revenue.

This will clarify your role in your business as you scale.

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WHO DOES WHAT?



Make a list of the ongoing activities in your business. Try to get clear on the 3-5 things ONLY you can do.

Assign a next step to all other activities: **Systemize, Automate, or Delegate**

ACTIVITY	NEXT STEP

**TO GET
SOMETHING
DIFFERENT,**

**YOU MUST DO
SOMETHING
DIFFERENT.**

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SCALING CLIFF NOTES



1. Fine tune your systems, workflows, and processes

- You're on vacation for 10 days, who does what?

2. Raise your current prices 10%

- You get what you charge for

3. Streamline Your Brand / Clarify What You Provide

- Focus on clarity not cleverness
- **Resource:** peek.usertesting.com

4. Gather Intel from Existing Customers

- What is something you need ongoing support for?
(Recurring revenue)
- What is the #1 challenge in your biz, life?
(True solutions)
- What product or service do you wish we offered?
("Here's what I'd pay for")
- How would you describe us to someone you care about
in ONE sentence? (Clear brand)

5. Baby Step: Rough Draft of ONE workflow, system, or add on product

- Every successful venture starts as a rough draft

6. Fine Tune: Workflow, system, or add on product

- Learn, adapt, wash and repeat

**DON'T
STUDY THE
END RESULT.**

**STUDY THE
FIRST STEP.**

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READING, INSPIRATION, & RESOURCES

I. Suggested Reading

- **What Got You Here, Won't Get You There**
<http://amzn.to/1sWfBMf>
- **The E-Myth Revisited**
<http://amzn.to/1mqQynu>

II. Inspiration

Here are some folks who have successfully scaled their service-based businesses:

- **Kennedy Barber Club**
TODAY: <http://www.kennedysbarberclub.com/>
2008: <http://bit.ly/1rvWWdV>
- **Back to The Roots**
TODAY: <https://www.backtotheroots.com/>
2011: <http://bit.ly/1uJHI3o>
- **Josh Shipp (Yours Truly)**
TODAY: <http://JoshShipp.com>
2001: <http://bit.ly/1oj57VQ>
- **Mighty In The Midwest**
TODAY: <http://mightyinthemidwest.com>
2008: <http://bit.ly/YdkNDh>
- **Mizzen+Main**
TODAY: <http://mizzenandmain.com/>
2012: <http://bit.ly/1wMwWv9>

READING, INSPIRATION, & RESOURCES

III. Resources

- **Gumroad – “Sell directly to your audience.”**
<https://gumroad.com/>
- **Product Fulfillment**
<http://www.shipwire.com>
- **Ticketing Service for Live Events**
<http://www.brownpapertickets.com/>
- **Virtual Outsourcing (SHORT TERM)**
<https://www.zirtual.com>
- **Thunderclap // Social Media Noise Maker**
<https://www.thunderclap.it/pricing>
- **Engaging Social Promotions / Contests**
<http://woobox.com/>
- **Running Facebook CONTESTS**
<https://heyo.com>
- **Bookkeeping For Small Biz**
<https://bench.co/>
- **Simple Web Chat**
<http://tlk.io/>
- **LIVE Support Chat**
<https://www.purechat.com>
- **2.0 Conference Calls**
<https://www.speek.com/>
- **FREE Conference Calls**
<https://www.freeconferencecall.com>
- **Free “Stranger” Review of Your Website**
<http://peek.usertesting.com/>

**IMPOSSIBLE
AND
DIFFICULT
ARE NOT THE
SAME THING.**

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