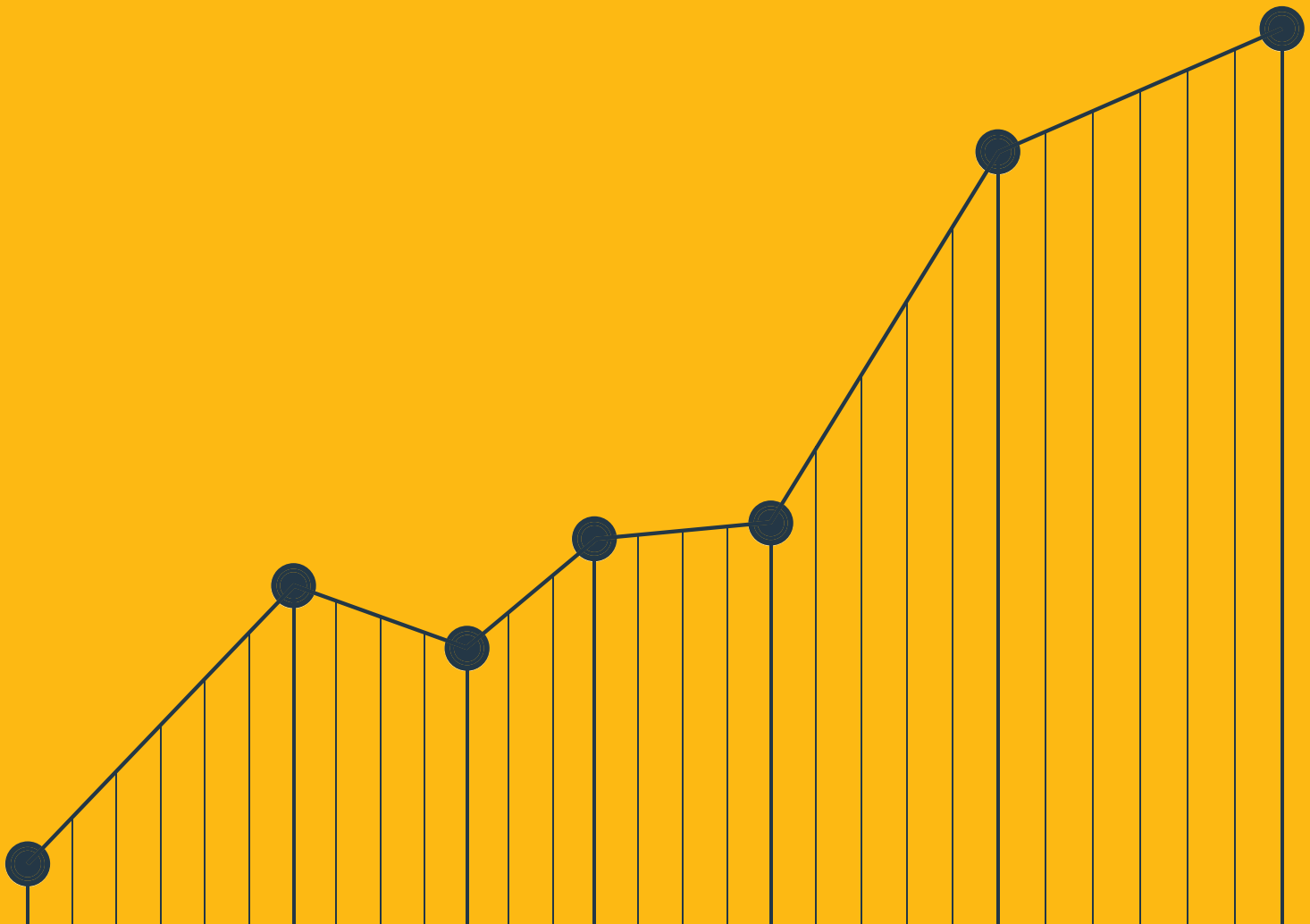
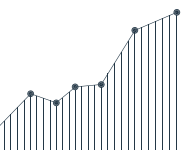




THE ENTREPRENEUR'S GUIDE TO

10X GROWTH





Can you imagine growth *10x greater* than where you are right now? Most people can't fathom it because imagining 10x growth instinctively leads to thoughts of 10x more work—and no one wants to imagine that.

But that's actually *not* what being a 10x entrepreneur is all about.

When we talk about 10x growth, we mean a 10x *payoff* from doing the *right* kind of work with the *right* team, systems, and strategies in place. Expanding to a 10x Mindset™ causes you to do things and make decisions differently in every area of life because you see exponential opportunity. You're clear on the actions that maximize your efforts and you understand the value of a business that can run itself, which actually frees up your time as a result.

Entrepreneurs focused on 10x growth know that 2x growth is actually harder because it simply requires *more* of what they're already doing. And if they're already tapped out, that's clearly not a long-term and sustainable solution—for them or for their business.

If you want to grow your success 10x while enjoying greater simplicity and freedom, the six keys in this guide will unlock the doors you need to get there. They're based on the process we use in The Strategic Coach® Program, which we've evolved over 30 years of working closely with more than 20,000 entrepreneurs from over 60 different industries.

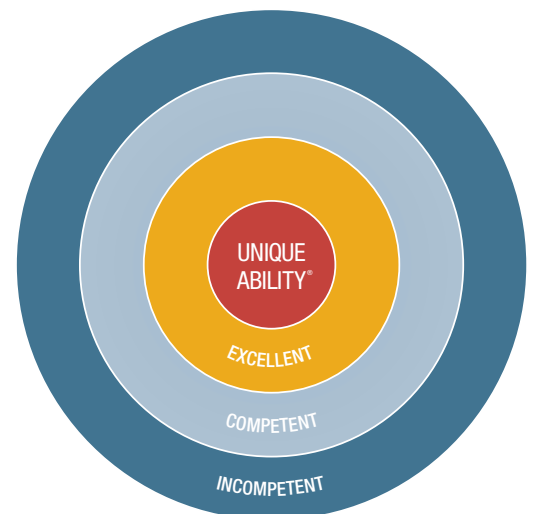
Read through them and picture yourself in the shoes of a 10x entrepreneur—someone who can multiply anything in life by 10x confidently, enjoyably, and predictably.

KEY #1:

FINE-TUNE YOUR UNIQUE ABILITY® TEAMWORK

Imagine a circle. This circle represents everything you do that takes up all of your time. This could be family time, cooking, administrative tasks, checking emails, meetings, going to the gym, and maybe even things like copywriting or leading advertising campaigns. Inside the circle that makes up everything you do with your time is a smaller circle that contains the things you do best—or what we call your Unique Ability®.

Now, imagine taking that smaller circle and expanding it so you get to do much more of what you do best. Meanwhile, everything else within that larger circle is taken care of by others who have a talent for their role and are aligned with your vision and goals. Those things fit within their own Unique Ability and allow you space and time to work within yours.



This is Unique Ability® Teamwork, and it's absolutely critical for growing your results exponentially without growing the complexity of your life and business. Your Unique Ability® Team of alert, curious, responsive, and resourceful people will play a big role in your ability to accomplish more with the same available time.

It's really all about determining what you do best and where your time is best spent so you can be more focused, present, creative, and energized. As a result, you'll see an exponential increase in your productivity and profitability. Your time is the one finite resource you have as an entrepreneur, so take control of it and use it as a tool to produce all the results you want in life.

When things are taken care of by the right people, you're freed up to grow the business much faster and have time for all the other things you enjoy that make your life complete.

KEY #2:

BUILD A BULLETPROOF SYSTEM

Imagine that everyone in your company just *knows* what to do. They're clear about how to help the company reach its goals, and they're also highly motivated and passionate about getting those results.

In fact, they're often happier when you're out of the office because they can just get on with the business of growing the company without spending too much time reporting to you. You, in turn, trust them to make the right decisions and give you only the feedback you need to keep the vision and direction on track.

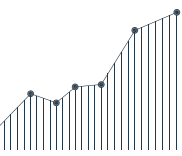
Beneath this idyllic reality is a system of communication, tools, and problem-solving structures—processes everyone knows how to use—that keeps everyone on board and propelling forward, no matter the challenge. Sustainable, long-lasting 10x growth is supported by a foundation of strategic systemization, so make sure your bulletproof system can withstand the test of time and expansion.



KEY #3:

OFFER A “DREAM SOLUTION”

Once you zero in on what you do best—your Unique Ability—and build a system and team that supports your goal, the question becomes, “Who rewards me best for doing this?”



Your best clients are willing to pay for bigger, better solutions. To create these, you need to focus on simplifying your money-making activities so you're not distracted by a team or system that isn't up to the task. You'll also prevent overwhelm that can come from taking on too many opportunities that don't impact your bottom line in the most rewarding way possible.

An effective way to do this is by creating and packaging a “dream solution” for your dream market—matching your expertise with exactly what they need. That way, you make money in a way that multiplies your biggest and best clientele and allows you to serve them even better with focused attention.

Once you've identified your passions, system, audience, and greatest growth opportunities, you'll know exactly what to focus on and where you can do some “strategic pruning.”

KEY #4: ELIMINATE THE COMPETITION

When you're the only one offering water in a desert, you don't need much marketing and selling to move your product. The need for marketing and selling is inversely proportional to how desirable and essential your product is.

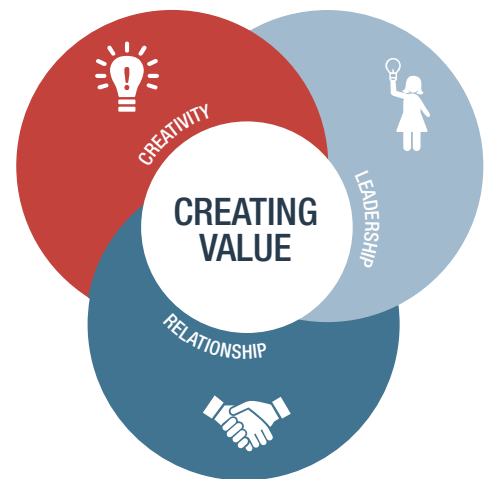
When your product is essential and fulfills a deep desire, your ideal clients look for *you*—not the other way around. You move beyond the world of price competition and into a realm of unique value creation.

If you have an intimate knowledge of your clients and prospects, you know what keeps them up at night, what they're most excited about, and what they'd like to leverage. When you combine this understanding with what you know and do best, you can create “dream solutions” that your clients love and your competition can't even understand.

This is the true essence of entrepreneurship, and it takes you outside the bounds of what others in your industry are thinking and doing. Eventually, you learn how to package and distribute your unique value so your solutions are out there selling themselves 24/7.

KEY #5: FREE YOURSELF WITH FREE DAYS™

Many entrepreneurs haven't taken a real work-free day in years—and we're talking free from all work-related activities, including even *thinking* about work. There are huge advantages to be gained by taking real time off, scary as it may sound.



As much as you may love your business, you'll love it (and your life!) even more when you take some time to explore other things that offer different rewards.

This could mean mountain climbing, exploring a new hobby, or spending more time with your family (at which point your kids will be thankful for getting their parent back). While you're away, you allow your team the chance to shine in your absence, developing new confidence and strengths that enable them to multiply the business on their own.

You'll be a better parent, a better leader, and simply a nicer person when you have guilt- and stress-free time off—not to mention you'll actually make more money with less work.

After all, wasn't being free to spend your time as you wanted part of why you became an entrepreneur in the first place?

KEY #6:

ENJOY YOUR 10X GROWTH

Imagine yourself at “retirement age,” whatever that means for you. Now, imagine you're at a peak in terms of your health, relationships, and business success, and you're engaged in activities that constantly fascinate and motivate you. You love what you're doing and the life it provides.

So, why would you stop?

When you develop the ability to multiply anything you want by 10x, it's extremely fun and rewarding to maintain an active, creative, and productive career. Because of this, you'll discover enough goals to keep you loving your entrepreneurial life for decades to come.

Strategic Coach is the recognized leader worldwide in entrepreneurial coaching. We've worked with more than 20,000 successful business owners from around the world to help them achieve 10x growth, greater profits, and an exceptional quality of life.

To take the next step toward becoming a 10x entrepreneur, book a free Discovery Call with one of our Membership Advisors at <https://now.strategiccoach.com/book-a-call>



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