

MASTERMIND

Build a Business, Not a Job

The

Level Three Road Map

**SELL • SCALE -
OWN PASSIVELY!**

Level Three

Advanced Stage
Becoming systems reliant.
Establishing your management team.

Middle Stage
Building your core.
Escaping the "Self-Employment Trap™"

Early Stage
Securing early clients.
Reaching profitability.

Level Two

Creating your business plan.
Making sure your business is viable.

Level One

Level One Business:

Key Milestones:

- Clarified your business concept.
- Completed your initial market research.
- Completed DRAFT business plan.
- Completed "pre Launch" set up for business (entity, bank accounts, etc.).
- Test marketed your product or service.
- Revised business plan (including your "Launch Plan").
- Secured your funding (if needed).
- Launch Decision Made!

Essential Systems:

- Template for your business plan (get from Maui Mastermind®).
- Software for your pro formula financial projections.

Critical Controls:

- Your business plan template (so you address all key areas).
- Your "Launch Plan" checklist (week-by-week timeline of to do's first 90 days).

Key Team:

- Your mastermind team for feedback on your plan.
- Your advisor team for feedback on your business plan.
- Your Maui coach to keep you focused and on track.

Level One:

Planning, Funding & Launching your New Business

Core Focus:

Planning, Funding, and Launching Your New Business.

1. Clarifying your business concept.
2. Creating your business plan.
3. Testing your business concept/core offer.
4. Securing any needed start-up capital.
5. Launching!

Early Stage Level Two Business:

Key Milestones:

- Begin implementing lead generation for your business.
- Your first sale.
- Your 5th sale.
- Your first marketing system.
- Your first sales brochure, flyer, or sales letter.
- Your first website.
- Your first fulfillment system.
- You have in place a rough, baseline sales system that generates leads and closes sales.
- The first raving review/client testimonial.

Essential Systems:

- Build ROUGH versions of your 4 most important business systems.
- Your basic system for how you generate leads.
- Your basic system for how you convert leads into sales.
- Your basic system for how you fulfill on your core product or service.
- Your basic accounts receivable system.

Critical Controls:

- Your quarterly strategic action plan.
- A weekly list of your tip five "bottom lines".

Early Stage Level Two:

Proving your Business will survive

Core Focus:

Making Sure Your Business Becomes profitable.

1. Sell, Sell, Sell! (You need the cash flow to survive).
2. Building your four core systems (see below).

Key Team:

- Depending on business you may need to hire other staff for your business. (NOTE: the more staff you initially hire, the more raised capital you'll need to cover the cost as you build your sales.)
- Outsourced bookkeeper
- Your Maui coach to help you maintain your focus and stay on track.

Transitional Period Between Early and Middle Stage Level Two:

Key Milestones:

- The date you realize that your business is going to make it!
- The 5th raving review/client testimonial.
- The date you realize you really did have something of value to offer (and that your prices just might be too low.)

Essential Systems:

- System One: Improved lead generation system.
- System Two: Improved lead conversion system.
- System Three: Improved fulfillment system for your core product or service.
- System Four: Improved accounts receivable system.

Critical Controls:

- Basic A/R report you look at weekly.
- Rudimentary sales/marketing tracking.
- Quarterly strategic action plan for your business and monthly accountability check in.

Transitional Stage:

Core Focus:

1. Growing your sales.
2. Improving your 4 core systems, including introducing crude "scorecards" that tell you how your business is performing in these areas.
3. Refining your big picture strategic plan based on KNOWN facts and not "pro forma" guesses.

Key Team:

- Initial team to leverage YOU and your production for the business.
- Your Maui coach.

Middle Stage Level Two Business:

Key Milestones:

- Your first "personal assistant" hire.
- Rough version of your UBS.
- Basic sales collateral refined.
- Your first sale that comes from your system, not from you.
- Your 5th sale that comes from your system, not from you.
- The first sales person you hire (full or part time).
- Realization that you have a repeatable lead flow from your lead generation system.
- Baseline fulfillment system clearly laid out (with a simple checklist/visual control to.)
- Workable bookkeeping system that reliably gives you weekly A/R and sales reporting, and monthly financial statements.
- Sales and marketing scorecard you review weekly and monthly.

Essential Systems:

- Your initial "UBS" (Ultimate Business System - the system of all your Systems).
- Written Sales and Marketing plan no matter how crude or basic.
- Refined system for producing and delivering your core product or service.
- A rough system to script out the critical "linkages"—Marketing to sales (lead management system); Sales to operations (to fulfill on sales hand-off system); Operations to sales/marketing (to resell, up-sell, cross sell your clients).
- Back up system for all company servers (email, database, etc.)

Middle Stage Level Two Business:

Building Your Business's Core.

Core Focus:

1. Stabilizing your sales/marketing systems so your revenue base is fairly secure.
2. Beginning to remove "YOU" from the center of your business (incrementally replacing yourself with triad of systems, team, and controls.)

Critical Controls:

- Rudimentary fulfillment "checklist" for your core product or service.
- Basic lead generation scorecard.
- Basic lead conversion scorecard.
- Basic production & fulfillment process checklist.
- Basic financial reporting (reviewed weekly and monthly).
- Rudimentary cost controls in place.

Key Team:

- Making your first key hire (to take over one of your key Pillars).
- Operational help to leverage you in the business.
- Your Maui coach to help you maintain your focus and stay on track.

Transitional Period Between Middle and Advanced Stage Level Two:

Key Milestones:

- Made your first key management hire.
- Accountability system in place for team members.
- Begun to coordinate sales/marketing efforts in a roughly systematized way.

Essential Systems:

- Annual marketing/sales game plan that you detail out quarterly.
- Refined and fleshed out sales collateral materials.
- Accountability system to manage your key team's deliverables.
- Rudimentary hiring system to use with finding, selecting, hiring, and integrating new hires.
- A "staffing plan" and rough timeline.

Transitional Stage:

Core Focus:

1. Growing your sales by 50% or more.
2. Making your first key management hire.
3. Improving your core systems.

Critical Controls:

- Basic version of your Sales/Marketing Pillar scorecard.
- Basic financial controls.
- Basic formal cost controls.
- Weekly/Monthly financial reporting.
- Basic visual control and scorecard for the production & fulfillment of your core product or service.
- Sales/Marketing calendar each quarter.
- Key standardized contracts (customer, vendor & team.)
- HR compliance documents.

Advanced Stage Level Two Business:

Key Milestones:

- Refined and expanded UBS.
- Your second key hire.
- Rough enterprise level dash board.
- Upgraded business controls.
- 1 of your key Pillar leaders is fully "owning" his or her pillar of the business.

Advanced Stage Level Two Business:

Core Focus: *Scaling Your Business in Earnest.*

1. Replacing yourself from as many areas of your business as possible with the triad of systems, team and controls.
2. Redesigning your key systems to be sociable.
3. Building a winning management team.

- Doubled your fulfillment and sales capacity (or greater).
- 2 of your key Pillar leaders are fully "owning" their pillars of the business.
- Written brand strategy.
- Team and systems generate 50+% of sales without you.
- 3 of your key Pillar leaders are fully "owning" their pillars of the business.
- The key leaders in your business are regularly working directly with each other to solve problems and grow the business.
- Day you realize your business has a life beyond just you.

Essential Systems:

- A formal planning process to create your annual and quarterly sales and marketing plans.
- A sales forecasting process to help you accurately predict sales.
- Strategic planning systems including quarterly offsite "retreats" for your management team.
- Redesigned Sales, Marketing, Fulfillment, Financial, Team, and Administrative systems to allow you to scale your business in earnest.
- Improved system to script out the critical "linkages" (see earlier).
- Purchasing system for how you select, rate, and work with your key vendors.

Critical Controls:

- "Level Two Scorecards" for 3 Pillars of your business (Sales/Marketing; Financial; Operations), (weekly and monthly).
- Refined financial controls in place.
- Enterprise (Level 3) Scorecard in place for your business. (Reviewed and used monthly at minimum.)
- Procedural controls for hiring new team members.
- Regular spot checks (of inventory, of activity, of use of procedures/systems.)
- Weekly Executive team accountability reporting on key deliverables.

Key Team:

- Key management level hires to lead at least 2, ideally three of your key pillars.
- Outside consultants or vendors to help you scale your business by leveraging their expertise, experience, systems, staffing, etc.
- Your Maui coach to help you maintain your focus and stay on track.
- (Optional) Formal or Informal "Board of Directors" to get great outside input on how to grow and scale your business.

Level Three Business:

Core Focus: *Choose and Execute on Your Exit Strategy - Sell Scale, or Own Passively.*

1. Decide which exit strategy you and the other owners want for your business.
2. Craft a plan of action to execute this strategy.
3. Build your team to help you execute on your plan.
3. Continue operating and building your business as you implement your plan.

Level Three Business:

Key Milestones:

- Your winning management team is in place with leaders in at least 4 of the 5 core pillars.
- You have a written action plan for executing your exit strategy.
- Day you notice your company has a real and tangible company culture that supports its core mission, vision, and values.
- You have a matured system of scorecards at all three levels of detail - enterprise, Pillar, and ground level.
- The day you return from an extended vacation and you realize that your company did *better* without you there.
- Day you hear other leaders in company transmitting your company values.
- Day you hear front line employees transmitting your company values.
- The first time you realize that if you were to get hit by a bus, your business would still thrive long term.

Essential Systems:

- Written transition plan for all key leaders in your business should any of them get hurt or leave the business.
- Fully developed UBS and a company-wide discipline of using and updating your systems.
- A trusted process that your executive team uses to do its strategic planning—annually and quarterly.

Critical Controls:

- "Level Two Scorecards" for all the Pillars of your business, (weekly and monthly).
- Refined Enterprise (Level 3) Scorecard in place for your business.
- Industry "benchmarking" with review on how your business matches up to industry baseline norms.
- Quarterly board meetings to check in on key deliverables, company results, market conditions, and input on your strategic plan.
- (Optional) Audited (or at least "reviewed") financials.

Key Team:

- Full management team in place.
- Your Maui coach to help you clarify, plan and execute on your exit strategy.
- Your "Board of Directors" for outside input and perspective.
- (If selling): Your investment banker.



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