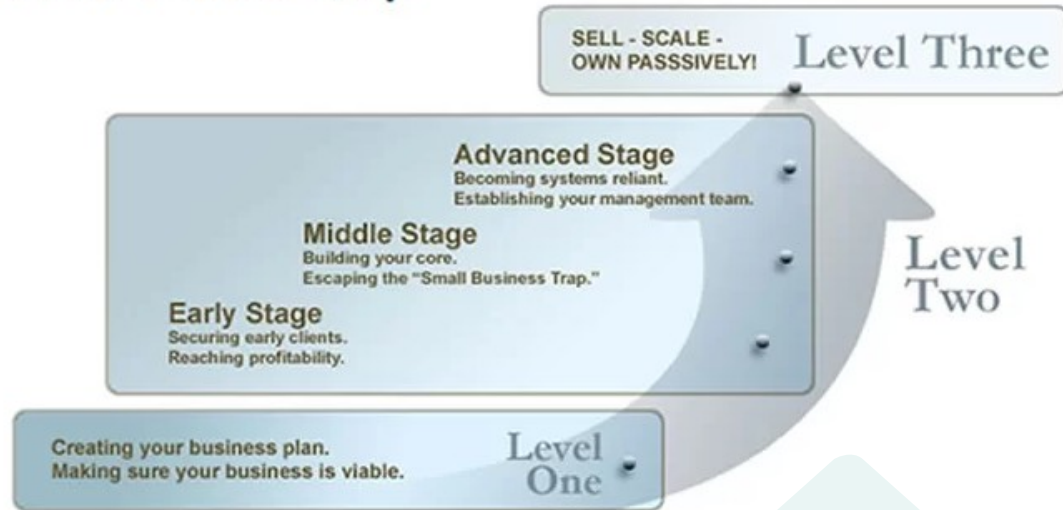


Building An *Owner Independent* Business

Level 3 Road Map™



**MAUI
MASTERMIND®**
Build a Business, Not a Job™

There are three levels for growing an owner-independent business. Here's a quick, high-level overview of this three-level model for scaling your company. Then later we'll dive progressively deeper into the specific steps and refinements for navigating this map to reach your destination: owning a Level Three owner-independent company.

Level One: The Start-Up -- No Control, No Freedom

You've just launched a business.

At this point, not only do you have no freedom because you're working long hours to get things going, but you have no control. You're creating your business plan, gathering your start-up capital, and launching your new venture. Typical Level One business owners are filled with a mixture of doubts and dreams, fears, and ambitions. They work long hours scrambling to turn their business idea into tangible, practical, cash-flow enterprise.

Level Two: The Owner-Reliant Company -- Control, Bu No Freedom

You're a full-time business owner with a profitable business that works -- as long as you are present each day to keep it working.

You make most of the decisions. You generate most of the business. You meet with all the key clients and perform most of the important work of the business. You stay in full control. Sure, you have people to help, but they're there to do just that -- help -- not to lead or take ownership of central parts of your business.

You have the control, but with that control come long hours and the sense that all the decisions, all the risks, and all the responsibility rest on your shoulders. Every day, you have to keep going because if you stop, it all ends. You have the control, but no real freedom.

Level Three: The Owner-Independent Company -- Total Control, Total Freedom

You're the owner of a business that runs without needing your presence and efforts every day.

You've got the team and systems in place so your business's success is independent of you. Working for your business is now a choice, not an obligation or a requirement. At this point you can continue to scale the company, position and sell it, or transition to own it passively.

Decide right now to make building an owner-independent company a stated goal of your business. Start with this end -- an owner-independent company -- clearly in mind, never wavering from your commitment to build a business that profitably delivers massive value to the market in a highly scalable fashion.



Ten years ago, before joining the coaching program, life for me at my web hosting company, Hostek, was filled with 16–18-hour days, seven days a week. Vacation for me back then was taking my family to Busch Gardens for the day and working from a bench while my family rode the rides. I made the leap to join the program. Since that time, the program helped me to 10x my company while at the same time reducing my work week to 20-25 hours a week.

-Brian Anderson
Hostek