

Growth/Scale is impossible if you get this wrong

Slides available at <https://ProfitsCollective.com/WCPM>

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What this talk isn't about

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What we're going to talk about

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Poll

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Ben McAdam

- Profits Coach and Virtual CFO, i.e. strategic advisor for your business numbers
- Sold two businesses
- Over a decade of results for clients



“Growth” vs “Scale”

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If you get this wrong...

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Hard work, low income



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Confusion



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Income rollercoaster



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Stuck or quit



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If you get this right...

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Abundance and choice



Know what to charge



Income growing



Wealth, opportunities, pride



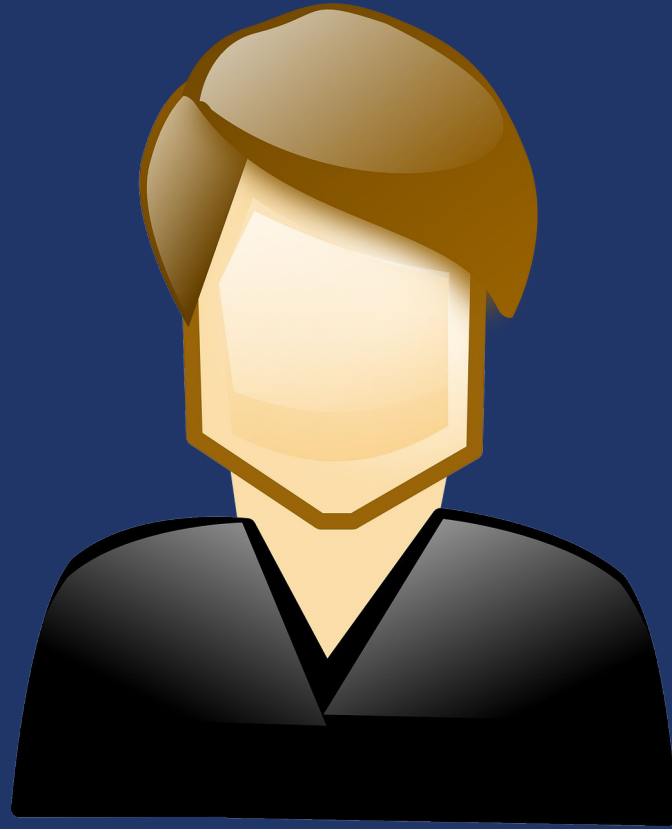
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Meet Jeremy and Sadie



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George



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Key concepts

Know what they are



Know what they 'should' be



Two main ways to fix it



Losing customers is fine



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A little trimming



Summary

- Know what they are
- Know they they 'should' be
- Two main ways to fix it
- Raising prices: losing customers is fine
- Lowering costs: a little trimming

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