CHAPTER 12

TAP INTO THE HIDDEN GOLDMINE

WORKSHEET

Build your MAGNET

GET EXPERIMENTS LIVE

Extreme revenue growth needs experiments that go live. Many companies take months to get one script on a website. A MAGNET combines the concepts of this book into one structure that attracts growth.

M	Modular asset building (chapter 7)
A	Always-on layer
G	Growth levers (chapter 10)
N	Next-level growth teams
E	Experimentation layer
T	Touch-based value ladder (chapter 9)

You supercharge the MAGNET through structured personal growth: your identity, mindset and skillset (chapter 11).

Where do you start?

1. Personal growth. Be clear about your vision and whether your identity, mindset and skillset enable or block you.
2. Take two hours to make an inventory of your MAGNET.
3. Take action on the item that is closest to the money.

TAP INTO THE HIDDEN GOLDMINE WORKSHEET

1) Build your MAGNET: inventory

Component	What I have in place	What is missing
Modular asset building		
Always-on layer		
Growth levers		
Next-level growth teams		
Experimentation layer		
Touch-based value ladder		

Supercharge: personal growth

	Enabling me	Blocking me
Identity		
Mindset		
Skillset		

2) Do the growth assessment

Score every component from 1 (not in place) to 5 (running and optimized). Then mark the one that is closest to the money: the last step before revenue lands in your books.

Component	Score 1-5	Closest to the money? (✓)
Modular asset building		
Always-on layer		
Growth levers		
Next-level growth teams		
Experimentation layer		
Touch-based value ladder		

My biggest opportunity, and the first thing I do to monetize it:

3) Test what works and what doesn't

Run the first action as an experiment. If it works, move it to your always-on layer and keep optimizing it.

Hypothesis	
Success criterion	
Start date and duration	
Result	
Move to always-on? (yes/no)	

Channel stacks and examples of always-on combinations: see the chapter 12 bonuses.