How to find that 1% that drives over 50% of extra revenue

GROWTH LEVER CHEAT SHEET

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After growing hundreds of clients, we've seen three growth levers that can really make a difference and that a lot of companies don't have in place.

With this sheet we want to empower you to get these levers live asap.

You will acquire more clients and decrease your CAC with a Dream 100 campaign. You will maximize their lifetime value by guiding them structurally through a series of offerings with a value ladder. And, last but not least, you will build an organization that can handle more revenue growth than ever before.

- Chris & Marlies



INTRODUCTION

Firstly, thanks for downloading our Cheat Sheet! We're super excited to share this **new way of growing revenue** with you guys.

The cheat sheet gives you an overview of the 3 Growth Levers and a quick and dirty approach on how to implement them into your business.

Besides the Sheet, it also contains a Breakdown. The breakdown gives you a more detailed explanation and structured approach to implement the levers.

After reading this e-book, you know what you need to do to implement the three main Growth Levers into your business.

Want to go all-in? Join our 30 Day Growth Lever Challenge!



Do you know what's essential?

Many people would not admit it, but a LOT of things that we do in life and business don't move the needle at all.

So why does this happen? We're not taught how to distinguish between what matters and what not. But if you study business extensively, you'll get to this conclusion:

Only a few things are essential, and the rest doesn't matter.

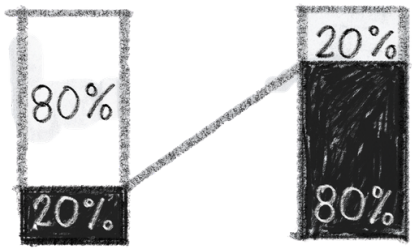
It's called Essentialism.

Focus on what truly matters and eliminate the rest out of your life. It's the fastest way to your desired results. So how do you know what matters?

Do you know your Pareto?

A well-known theory is the Pareto Principle, which states that 20% of the input generates 80% of the output.

- 20% of your customers generate 80% of your revenue
- 20% of your customers cost 80% of your customer support time
- 20% of your salespeople drive 80% of your revenue



If you analyze what the inputs and outputs are, **you can find these relationships in all businesses**.

Many great entrepreneurs use this principle to make sure that they spend their time on things that make the most significant difference and eliminate the rest.

In short: The Pareto Principle will show you where to focus your time and effort on.

How narrow is your focus?

If you want to go even further on this principle, you should read the One Thing by Gary Keller and Jay Papasan.

In the One Thing they state the following:

*"Going small" is ignoring all the things you could do and doing what you should do. It's recognizing that **not all things matter equally** and finding the things that matter most. It's a tighter way to connect what you do with what you want.*

It's realizing that extraordinary results are directly determined by how narrow you can make your focus.

*Getting extraordinary results is all about creating a domino effect in your life. The key is over time. Success is built sequentially. It's one thing at a time. So focus your energy entirely on one thing at a time.***

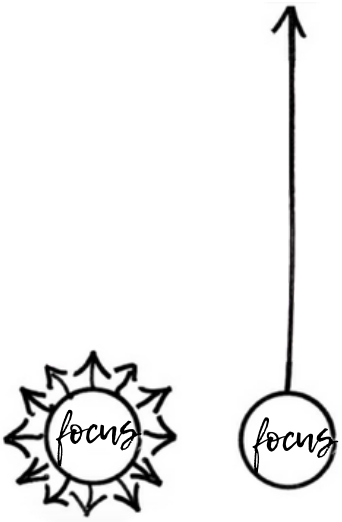
What can you learn from this?

If you know what to focus on, you will be able to make a massive impact, as you won't be distracted by everything else.

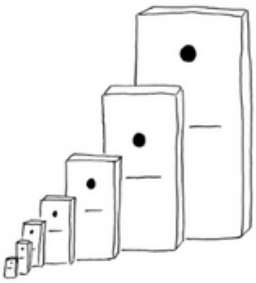
It's all about finding focus, so you will move faster and easier towards your goal. Let me explain.

** Quoted from: The ONE Thing by Gary W. Keller and Jay Papasan

Look at these pictures and notice two things:



1. If you focus your energy on one thing you will move faster and go further.



2. A small domino can trigger a more significant domino. So if you start small, you will be able to move bigger and bigger pieces.

Do you have a vision for your company?

Always start with the end in mind. You need to have a **crystal clear picture** of where you want to go. What's the vision for your company? What are your revenue, valuation, and EBITDA goals?

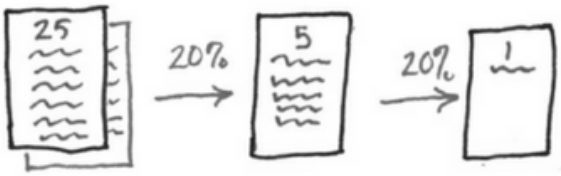
When you have this picture in mind, you need to connect it with what you can do right now. You can unlock your focus with this question:

What's the ONE Thing I can do such that by doing it, everything else will be easier or unnecessary?

So, it's about extreme focus. You focus only on one thing at the same time and ignore the rest.

Can you narrow your to-do's down to one?

No matter how many to-do's you start with, you can always narrow it down to one by using the 80/20 principle until you have one thing left. So, take 20 percent of the 20 percent of the 20 percent and continue until you get to the single most important thing! (See below figure**)



Let's do the above numerically.

- (80/20)^1 = 80/20
- (80/20)^2 = 4/64.
- (80/20)^3 = 0,8/51,2

That means that if you do an 80/20 analysis, three layers deep that **less than 1% of actions drive 50+% of your results**. We were stunned when we saw these numbers.

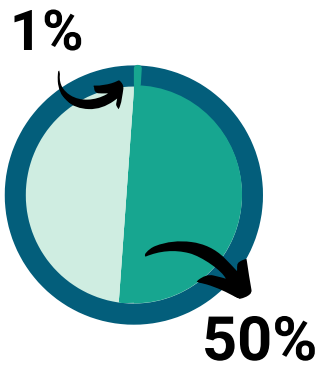
** From: The ONE Thing by Gary W. Keller and Jay Papasan

0,8% of actions = 51,2% of output
99,2% of actions = 48,8% of output

So focusing only on that 0,8%, let's round it up to 1%, is the most impactful thing to do if you want to grow your revenue.

You can see this 1% as the **ultimate lever** for your growth.

Growth Lever: a 1% action that generates over 50%+ impact on your growth



With this cheat sheet, we want to empower you to start looking for your Growth Levers and start implementing them successfully.

You can either try to find the one that you need right now based on *your* situation. Or you can implement the three growth levers from this sheet.

We've taken all the books that we've read, all the courses that we've followed, and our combined 20.000+ hours of growth experience and selected three growth levers for you to focus on.

Why these three?

Not a lot of companies have them in place, but they do make huge impact if you want to grow your revenue.

They are focused on:

- **Finding new customers**
- **Making more out of your customers**
- **Increasing the amount of revenue your organization is able to generate**

Again, we are giving this away for free. All we ask is that you treat them wisely by taking action and implementing them!

Join our 30-Day Growth Challenge

Do you want even more in-depth guidance on getting your growth levers live?

We've created a 30-Day Growth Challenge where we will walk you through the same steps that we use with private consulting clients.

This challenge is really **action oriented**. It'll only take **15 minutes a day**, as we want to keep you focussed.

You'll be surprised what you can achieve!

More info

CHEAT SHEET

Do you want a quick Extreme Revenue Growth impact on your business? Implement the growth levers from this Cheat Sheet. These are focused on action and a quick implementation! The rest of this ebook gives you all the background info and guides you with the implementation.

#1 DREAM 100

Identify your Dream 100 - Acquire new customers

A dream 100 is a list of 100 places where your ideal customers congregate. Creating a dream 100 will help you get in front of your ideal audience easier, faster and cheaper.

To do:

- Survey 10+ customers and learn as much as you can about them
- Create a list of 100 places where your dream customers congregate
- Which three communities are coming back 80% of the time?
- Start advertising and building relationships there

#2 VALUE LADDER

Build your value ladder - Increase your CLTV

A value ladder is a lineup of offers that increase in price and value that meet people where they are on their journey to become a customer — from initial awareness to their final decision to buy your premium offerings. It's an effective way for you to build trust and maximize the lifetime value of each customer.

To do:

- Create two new offerings
- One that's 400% off your most sold products price
- One that's 25% off your most sold products price
- Use one product as a warmup for your most sold product
- Connect your most sold product as a warmup to your high-end product

#3 STRESS TEST

Stress Test your revenue - maximize your revenue potential

The chain of your organization is only as strong as its weakest link. With a stress test you find out what would break in your organization if you would scale up fast. Doing this upfront, can make you millions in a couple minutes.

To do:

- Write down what would break if you would have 10x more customers tomorrow?
- Come up with five solutions to fix those bottlenecks upfront that you can implement within 24 hours
- Execute one of them

Do you want to get more guidance on how to implement these levers?
Read the Cheat Sheet Breakdown or join our 30 Day Growth Lever Challenge to go all-in!



GROWTH LEVER #1: DREAM 100

Identify your Dream 100 and acquire new customers rapidly

You only grow a business by doing one of these three things:

- Getting more clients
- Getting a higher average order value per transaction - which means selling more per transaction
- Increasing the purchase frequency - getting your clients back more often to buy from you again

This lever focuses on getting more clients.

A lot of companies hire us to help them with a go-to-market strategy. *"Help us find new clients in our current market and open up new markets for us."* They ask.

"Help us find the places where our potential customers are hiding online and offline to start marketing and selling to them."

Russell Brunson introduces the concept of a dream 100 in his book Traffic Secrets. Only by asking this question:

Where are your best customers congregating or hiding?

Or easier said, if we want to go where the fish are, where are the 100 best fishing spots?

And what can you do to catch them at that spot? Let's start with our first Growth Lever: the Dream 100.



To catch your dream customers, you simply need to throw out enough hooks in an area where your dream customers are congregating.

There are variations of the Dream 100:

- **One to one** - This is when you create a dream list of 100 people/companies that you want to sell to.
- **One to many** - If you want to sell to many customers, you need to find the 100 most prominent spots where they are congregating.

How can you find your dream 100 in a one-to-many setting?

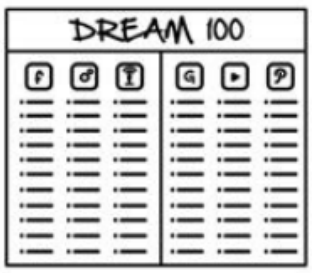
First of all, know as much as possible about your ideal customer, so you know who you want to target.

We've seen a lot of companies struggle with knowing who to target, and we've got some nice tricks for that. We'll share them with you during the 30-Day Growth Challenge.

After you've identified your ideal customer, you can ask yourself these questions:

- What are the top websites that my dream customers already go to?
- What forums or message boards do they participate in?
- What are the Facebook groups they engage in?
- Who are the influencers they follow?
- What podcasts do they listen to?
- What are the email newsletters they are subscribed to?
- What blogs do they read?
- What channels are they following on YouTube?
- What keywords are they searching for in Google to find information?

After making this list, you add up the total reach all these spots have. So add up all the subscribers, readers, and followers.



Now you know what the potential reach is of your campaigns, and you can start building a Dream 100 campaign.

How can you find your dream 100 in a one-to-one setting?

Do you remember Pareto? In many industries, 20% of the companies are taking up 80%+ of the market size. It can be the case that 100 companies are enough to capture more than 80% of the market size. So you'll only need to focus on these 100 companies anyway.

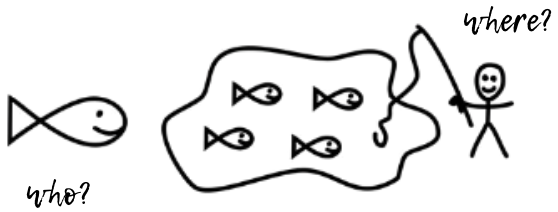
The goal of a one-to-one Dream 100 is to get in front of all of those 100 companies that are on your list.

You want to convert them from saying about you: *'I've never heard of this company before'* to *'Yes, I do business with that company.'*

You should, again, ask yourself the questions of page 9 and create a list of overlapping spots where your 100 companies are congregating.

Understanding this will bring extreme focus to your marketing / sales efforts, as you can start on the top of your list and work your way down as you go.

You can leverage this with a Dream 100 Campaign, which we'll explain next!



Building a Dream 100 campaign

Now that you've identified where your Dream 100 congregates, you need to get in front of them regularly. There are two ways to do this:

Start advertising based on where they congregate
You now know which brands and interests your ideal customers have, and you know who they follow. Advertising platforms allow you to target on these interests. Russel used Facebook targeting to find fans of Tony Robbins combined with other interests he knew his customers had, and bought ads specifically for that audience to convert them on his site.

Build a relationship with the owner of the fishing spot and try to set up a joint-venture campaign.
The community owner can promote your products as an affiliate, or you can create a more structured collaboration. You pay them a commission per sale or a commission per email sent. You can be as creative as you want with these types of deals.

For the relationship-building part, we can highly recommend the book Never Eat Alone by Keith Ferrazzi. The bigger your audience, the easier it will be to get the community owner to work with you, as you'll also have something to offer for them.

Why is this a lever?

You're using assets that somebody else has already built. To do this, yourself from scratch would cost many years and lots of money. There is no easier way to reach a big audience than by using other people's networks.

Do you want an automated way to find where your Dream 100 are congregating online?

Use a tool like SparkToro. SparkToro crawls tens of millions of social and web profiles to find what (and who) your audience reads, listens to, watches, follows, shares, and talks about online.

Want to learn more about leveraging your Dream 100? Read the book Traffic Secrets by Russell Brunson or join my 30-day Growth Challenge.



How can you start with this now?

Quick and dirty

Find the Top 10 fishing spots

- Call or survey 10+ customers and start asking the questions of page 9.
- Which three communities are coming back in their answers 80% of the time
  - Start advertising based on those interests
  - Start building relationships with community owners

Structured approach

- Create a dream 100 according to the Traffic Secrets approach, which Russell has very well documented and we will share more about in the 30-Day Growth Challenge
- Map out all the communities
- Calculate the reach per community
- Rank the all the communities based on potential reach
- Rank all the communities based on your relationship and access. My mentor Chris Winfield has a great top 20 framework to do this.
- Start building relationships with community owners

Advanced

- Approach these audiences based on awareness levels and market sophistication as highlighted in the classic marketing book Breakthrough Advertising by Eugene Schwartz
- Get the joint ventures/affiliate deals live.

So remember: you don't have to spend all your time and money to built an awesome list of customers if someone else already owns it and you can make use of it. That's the ultimate leverage.



GROWTH LEVER #2: VALUE LADDER

Build your value ladder and increase your CLTV

This lever is designed to maximize the value of your customer.

You should never sell just one product or service at one price. Why? Because you're leaving so much money on the table when you're underserving your customers.

The money is in the list
If you have an audience, which could be an email list or a customer list, there is a difference in what people are willing and able to pay.

If you sell only one product at one price, it means that people who want to buy from you with less budget go somewhere else. You are limiting who you can sell to. And, sometimes people just need time to warm up.

Find hidden money
Do you want to know where you're leaving money on the table in your business? What would you be able to earn if you have one product and introduce a lower-priced and a higher-priced product?

A real-life value ladder

Chris has bought for over 20k of online courses from Ramit Sethi by being strategically guided though a value ladder.

The first course that he purchased in 2014 was called Productivity Pack. It was priced at **$197** at that time. It's a course that focuses on increasing your current productivity.

Chris bought the course and got results within two weeks. He became more productive. In other words, the value that he got was significantly higher than the price paid.

Two months later, Ramit offered a course on freelancing called Earn1k. This course promises that after completion, you can earn $1,000 per month as a freelancer. The price of this course was **$997**.

If you compare this to the productivity pack course, it has a higher price, but it also delivers a higher value.

The Productivity Pack course results gave Chris enough confidence that by investing in Earn1k, he would also get more value than what he paid for this course.

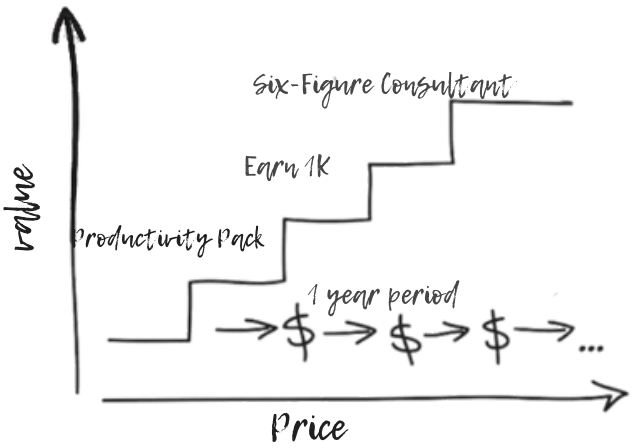
Chris had just started an agency and applied the principles of the Earn1K course.

Thanks to the course he was able to get that agency to a monthly revenue of 5k+ within three months.

He invested $997 to get business within three months that generated more than $5,000 per month.

At that moment in time, Ramit offers his next course, Six-Figure Consultant. The course teaches you how to get to $100,000 in revenue per year.

It's priced at **$7,500** for 12 videos and some worksheets. Investing in this was a no brainer because Productivity Pack and Earn1k already had proved themselves.



What can you learn from this?

- Chris bought more expensive products, more comfortably each time.
- The longer his connection with Ramit, the less he focused on price and more on the value that it would generate.
- Buying his latest course at once at $7,500 would be an ask that was too big. But in this sequence, it became a no-brainer. The trust was already there.

We always tell clients to find a Trojan horse, like the cheapest course from Ramit or a free incentive, that starts a paying relationship with their customers.

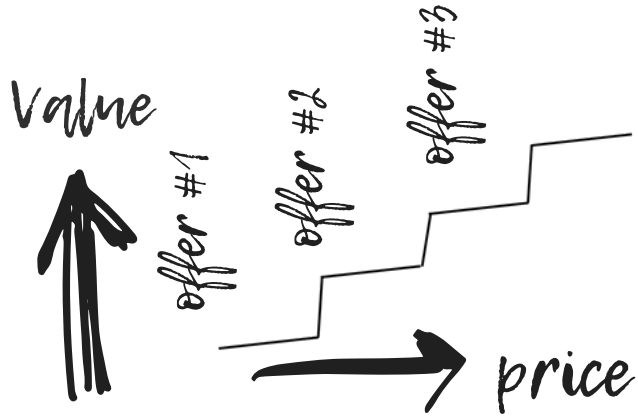
This incentive will show your value and allow you to sell more from that point.

This concept is called a value ladder.

A value ladder is a lineup of offers that increase in price and value.

They meet people where they are on their journey to become a customer — from initial awareness to their final decision to buy your premium offerings.

It's an effective way for you to build trust and maximize the lifetime value of each customer.



A great value ladder delivers so much value to the customer that they want to move up the ladder.

A value ladder increases your customer lifetime value because you're focusing on expanding the relationship's value.

You do this by strategically placing offers and moving them through the ladder.

Types of revenue in a value ladder

An important concept to make the most out of a value ladder is front-end and back-end revenue.

- **Front-end revenue** = Money you make on the first sale/start of the relationship.
- **Back-end revenue** = Money you make on all the purchases after the first sale.

The lowest offers in your value ladder are probably the most significant source of front-end revenue. The threshold to buy is relatively low for these offers.

The higher priced offers in the ladder are mostly back-end revenue. As people need warmup time first.

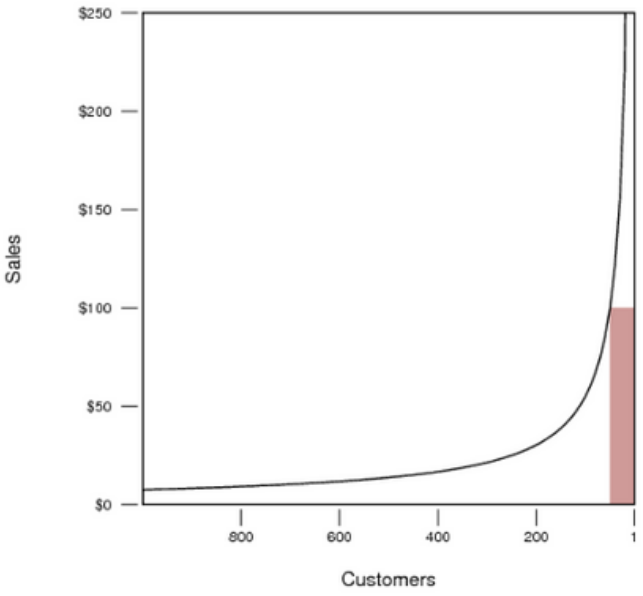
Many companies measure their revenue success based on front-end revenue, while top companies have more mechanisms in place to maximize back-end revenue.

Building a value ladder will help you focus on generating more back-end revenue.

Calculate the potential of your business

Let's say that you've got a $100 product that you sell to 50 people per month. Every month you have 1000 visitors on your site.

Perry Marshall created a tool, the 80/20 curve, to quickly show how much demand there would be for a lower-priced and a higher-priced product.



How should you read this graph that's generated by the tool?

We have 1,000 visitors and 50 of them bought a $100 product. That's the red area.

On the vertical axis, you see the product price that people are willing to pay. On the horizontal axis, you see how many people would buy a product at that price if you would offer it.

You see that 200 people of the 1,000 would buy a $25 product. That is 200 x $25 = $5,000 of extra revenue if you try to sell this product.

At the higher end, you can calculate that from this audience, 10 people would pay $400 for a higher-priced product.

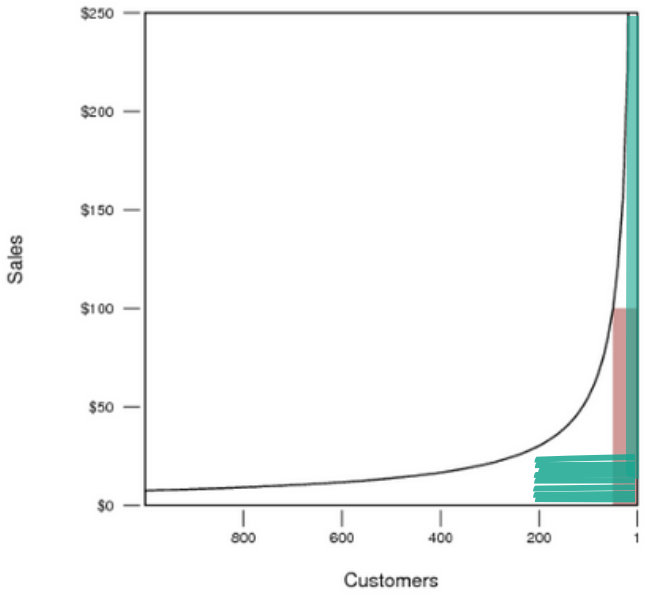
Let's calculate what the revenue potential would be: Your start revenue per month: 50 people x $100 product = $5,000

Now you're adding a lower and a higher-priced product to this audience:

- Introduce a lower level product of $25 and 200 people will buy that = $25 x 200 = $5,000
- Introduce a higher level product of $400 and 10 people will buy that = $400 x 10 = $4,000

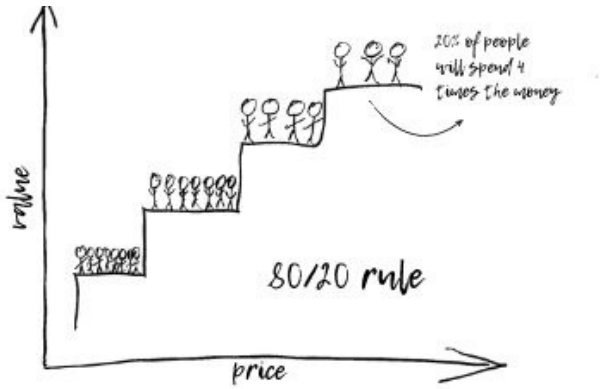
Total extra revenue = $9,000

By doing this, you increased your revenue from $5,000 to $14,000. That's a 180% increase in revenue!



Perry Marshall has a handy rule of thumb for you when adding products to a value ladder:

*80/20 says that 20 percent of the people will spend 4 times the money. It also says that 4 percent of the people will spend 16 times the money. Memorize this - it's one of the most powerful facts you could ever know about business.***



Why is this a lever?

Value ladders can massively increase your revenue. It's combining things that you already do and relationships you already have and turning that into more money. You can even automate this.

It's a waste if you forget to serve your low-end and high-end customers by not using this strategy.

You can quickly implement the first version, and you can go mega advanced, which we will show how to do. If we could go back in time, focusing on value ladders would be one of the things that we would do more.

How can you start with this now?

Quick and dirty

Add two new offers to your value ladder; one high-end offer and one low-end offer, based on your most sold product.

- What's the price of your most sold product?
  - High End:
    - Make this product 400% more expensive compared to your most sold product.
    - You can add a service component or bundle products to create a high-end offering.
    - Connect your most sold product as a warmup for this high-end product.
  - Low End:
    - Make this product 25% of the price of your most sold product.
    - Offer smaller packages of the product.
    - Move from a service offering to a do-it-yourself offer
    - Eliminate service elements and make it do it yourself or offer smaller packages.
    - Connect this low-end product as a warm-up to your most sold product.

If you want to read more about building value ladders in combination with funnels in Russell Brunson's book: DotCom Secrets.

Structured approach

- Map out all the products that you have.
- Map out the price and value of your products.
- Ask yourself the following questions:
- Are all your products over-delivering on value compared to their prices?
- Is every product opening up the desire for a higher-priced product?
- Is your marketing warming up customers to use a product higher on the ladder
  - Automated email marketing is a perfect tool for this.
- Do you see that people buy your product in a particular sequence? For example, 80% of people that bought product A has previously purchased product B
- Can you introduce more lower-priced or free products with great value at the start of your ladder and open your value ladder more?
- Is your site built up with a value ladder in mind?
  - Are people first introduced to lower-priced / free on your homepage, and the deeper they go into your funnels or site, the more higher-priced and advanced products that you introduce?
- Can you create a product introduction timeline based on previous buying behavior?
- If you don't have lower or high-priced products yourself, can you introduce them as an affiliate to your customer or email list?

Become a value ladder matchmaker

We know this is called a Cheat Sheet, but we don't believe in only bringing you the cheats. We want to give you the fish and also teach you how to fish. If you're going to go all-in and advanced on the value ladder, you should study Jay Abraham. Jay is the world's best marketing consultant. He generated billions of dollars for his clients.

This video from Jay Abraham shows how you can become a value ladder matchmaker.

You are adding offerings to your value ladder or just connecting other people's products on a new value ladder. Don't get distracted by the title of the video. Focus on the proprietary content that Jay shares. It's the best out there.

Advanced Value ladders in my Growth Challenge

With a great value ladder you can make massive impact. And it's not even that hard to built one!

We will help you understand which part of your value ladder drives the most value, how to automate your offers and how to open up desire for the next product in our 30-Day Growth Challenge.





GROWTH LEVER #3: STRESS TEST

Revenue Stress Testing - increasing your throughput

In 2019 Chris had a chat with Kees Koolen, the former CEO of booking.com. They spoke about growing companies at an extremely high speed. Kees is now an investor, and he said something exciting when they talked about his criteria for investing in a company:

“Before I invest in a company, I want to see an exact rolling forward profit & loss statement for the next five years that shows how they’re going to at least 10X that company. At Booking, I updated this sheet every night based on the actual numbers of that day, so I knew what I had to do and where my plan was off. If they don’t have this in place, I don’t invest in them.”

Let’s deconstruct this quote and make it applicable to your situation.

A profit- and loss statement (P&L) is an accounting statement that shows how much a company made in profits at the end of the year. Profit = revenue - expenses.

Rolling forward means that after every period that passed, you add that timeframe to your forecast. So

a monthly rolling forecast from 09-2020 to 09-2025 will become 10-2020 tot 10-2025 when it's October 2020.

So what Kees is challenging his potential investment companies to do is **show how strong their understanding is about the relationship between their revenue, expenses, and profit.**

But also, how they are going to create systems to drive revenue growth. And how much growth their systems would be able to handle.

Systems are a key component in managing extreme revenue growth.

Victor Cheng about this in his book Extreme Revenue Growth: *"The key to managing rapid growth is to standardize your operations and design internal procedures that are scalable. Scalable operational procedures can handle significant increases in volume without re-design."***

But **every system will eventually break when you increase the input**. That's where your bottleneck is. So if you want to grow more it's important that you focus proactively on removing those bottlenecks.

We call this, stress testing your revenue.

- how much revenue can your organization handle before it breaks?
- where is currently your biggest bottleneck?
- how can we increase the throughput of your organization?

Let's explain how this works in a business situation:

A company wants to grow its revenue from 2 million to 4 million within one year.

After a stress test of 5 minutes we can already conclude that this revenue goal is not achievable.

They can only handle a revenue of 3.2M within their organizational setup. Why?

In this case, customer success seems to be the bottleneck.

With every new client that comes in, a customer success manager has to spend four hours to onboard the client. They have two customer success managers who have in total 2,400 hours available yearly to onboard new clients.

So what this team can onboard is: available hours / hours onboarding per client = 2.400 / 4 = 600 clients.

So only 600 new clients can be onboarded.

If a new client brings in €2,000 in that first year, the team can onboard this amount of revenue:

= onboard availability x revenue per client
= 600 x €2,000 = €1.2 million.

If we put this into numbers:

Revenue Goal: €4 million
Current revenue: €2 million
Onboard capacity: €1.2 million
Gap: €0.8 million

We can do all the marketing and sales to get €4 million in business, but it won't work.

Customer success would break at 3.2 million.

What can they do? How can they solve this gap?

There are a few potential solutions:

- Reduce the time spend per customer
  - Process re-design
  - Automate specific steps with, for example, video tutorials
- Hire more customer success managers
- Outsource customer success management to outside organizations that can quickly scale-up

Victor Cheng stretches this even further. He has developed the **ten times test,** consisting of the following thinking exercise:

What if they would go from €2 million to €20 million in 1 year, what would break?

This question really triggers you to think about scalability and how you proactively manage those bottlenecks away.

One of the greatest writers about this topic is Eliyahu M. Goldratt, who created the Theory of constraints. His approach is as follows.

Theory of constraints (TOC) by Eliyahu M. Goldratt

1. Identify the system's constraints.
2. Decide how to exploit the system's constraints.
3. Subordinate everything else to the above decision.
4. Elevate the system's constraints.
5. If a constraint has been broken in the previous steps, go back to step one, but do not allow inertia to cause a system constraint.

With his approach, you continuously increase the throughput of a system. In other words;

You continuously test and increase what the system can handle or produce.

Read more about his approach in his book.

You will see that there are also a lot of constraints in what a marketing and sales department can produce.

You can use this way of thinking in that context to connect inputs with outputs and remove constraints.

So we try to challenge the marketing and sales team what the bottlenecks are to increase their output. What is breaking, and is it a good business case to proactively fix this bottleneck?

24h stress test

Sometimes people say that taking a step back, redesigning processes, and automation takes too much time and resources.

Our advice on this would always be to start with the thing that's closest to the money:

- What is currently blocking you from making more revenue?
- Come up with five ideas that you could implement within 24 hours.
- Execute one of them.

The power is in the question:

What can you implement within 24 hours?

Don't leave the room before you have five ideas and one that you will implement.

You'll be surprised at what's possible within your organization.

Why is this lever?

A 5 minute thinking exercise can unlock millions of extra revenue. It's all about being proactive.

How can you start with this now?

Quick and dirty

Fix a bottleneck within 24 hours.

- What is currently blocking the throughput in your organization if you would scale up?
- Come up with five solutions that you could implement within 24 hours.
- Execute one of them

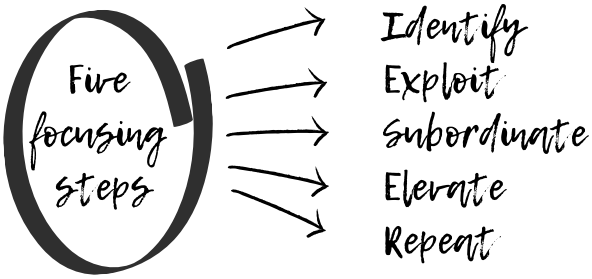
10x Test from Victor Cheng

- What would break if we would have 10x more customers tomorrow?
- Which processes should you redesign?
- Can you outsource things?
- What can you automate to be more scalable?

Structured approach

Use the Goldratt Theory of constraints approach

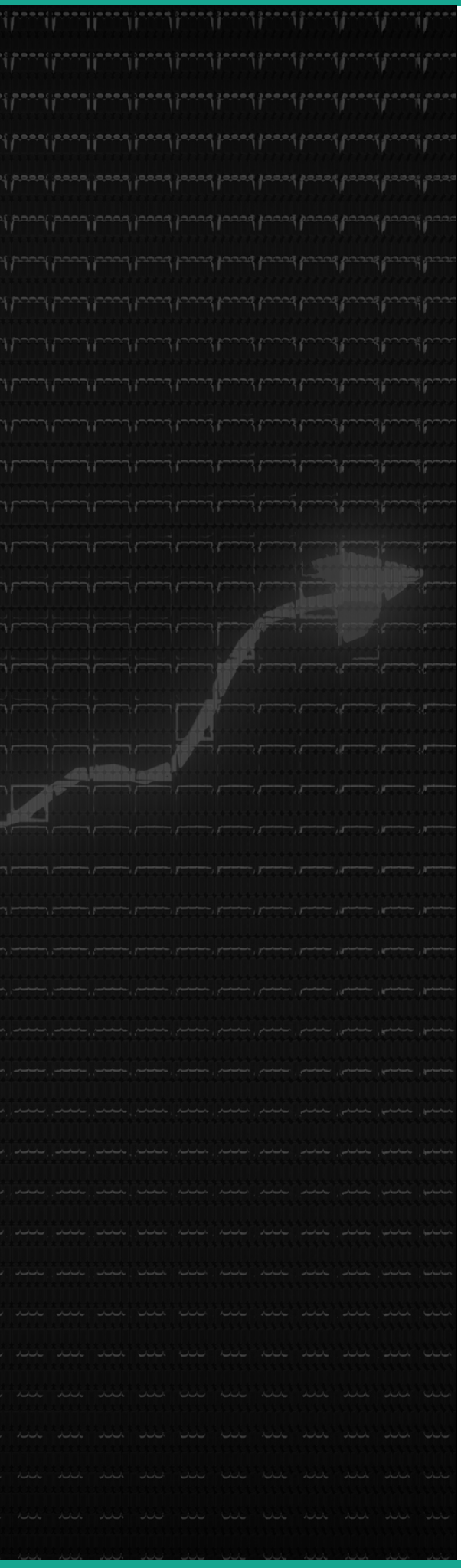
- Identify the system's constraints
- Decide how to exploit the system’s constraints
- Subordinate everything else to the above decision
- Elevate the system's constraints
- If, in the previous steps, a constraint has been broken, go back to step one but do not allow inertia to cause a system constraint



Mastering the Stress Test

In our 30-Day Challenge we will guide you through more concrete TOC action steps: finding the bottlenecks that are closest to the money, concrete examples of how to fix those bottlenecks and how to get your organization to implement these solutions fast.





SUMMARY

In this Cheat Sheet and the Breakdown, We've shown you what the impact of growth levers on your business can be. The three growth levers that we discussed:

- **Identify your Dream 100 and acquire new customers**
- **Build your value ladder and increase CLTV**
- **Stress test your revenue and increase your throughput**

The real leverage of these growth levers is when you implement all of them:

When you do this, you're getting more clients in, you maximize the lifetime value by guiding them structurally through a series of offerings, and, last but not least, you're building an organization that can handle more revenue growth than ever before.

Feedback & Results

We're always looking forward to hearing from you and learning what we can do to make this Cheat Sheet better. Please email Chris at chris@chrisout.com. We're looking forward to hearing about your results!



ABOUT US

In our combined 20.000+ hours of experience, we've encountered the same issues that businesses struggle with and found a common passion for growing businesses and (online) transformation.

Chris has founded one of the worlds best growth hacking agencies and exited in July 2020. He has worked with hundreds of clients on different continents. He is a lecturer at Beeckestijn Business school and has spoken around the world about growth.

His true passion is unlocking extreme revenue growth and transforming everything that is necessary to support that. Chris still works with some clients 1-on-1 next to building his portfolio of online products.

Marlies has 10+years experience in working as a Marketing Manager for big corporates such as eBay and Bugaboo as well as (tech) startups and scale-ups in the Netherlands. In 2019 she co-founded the agency Amsterdam Webdesigners and has consistently made 10K+ since her first month as freelance consultant.

Great teams know their strengths and weaknesses. Therefore Marlies is creating our online infrastructure, campaigns and creatives. Chris is more client facing in our products. So, he is your main point of contact.

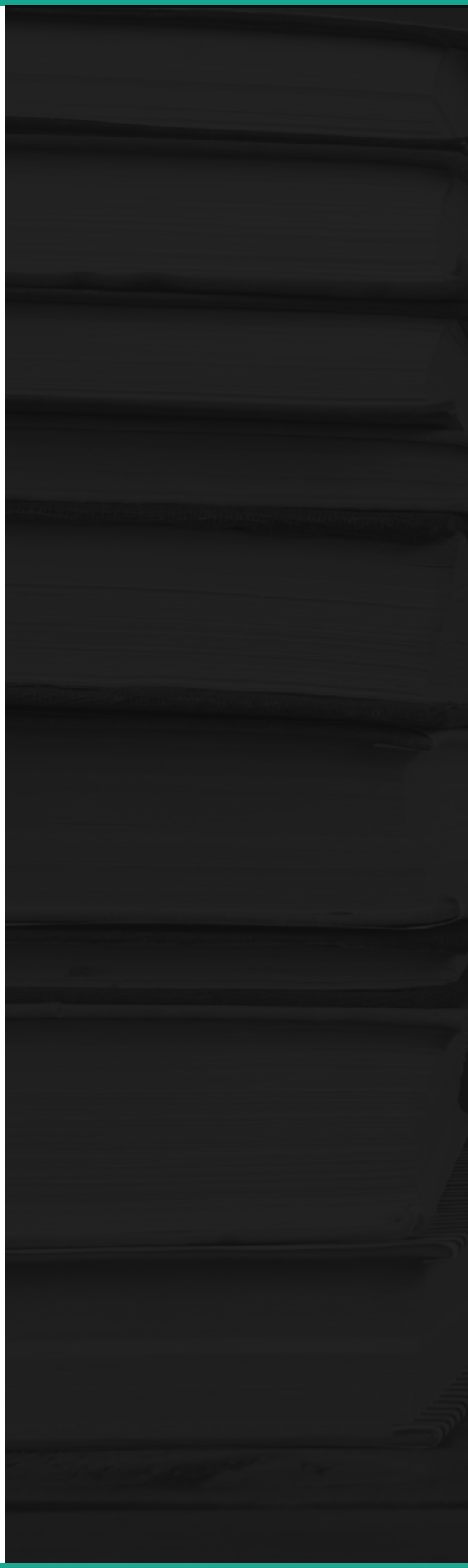
RECOMMENDED BOOKS

On this page you'll find our top recommendations.

We are strong believers that there is no higher return of investment possible, than by investing in yourself by reading books and following courses.

- Greg McKeown - Essentialism: The disciplined persuit of less
- Gary Keller & Jay Papasan - The ONE Thing: The surprisingly simple truth behind extraordinary results
- Victor Cheng - Extreme Revenue Growth: Startup secrets to growing your sales from $1 million to $25 million in any industry
- Eliyahu Goldratt - Theory of Constraints: What is it and how should it be implemented?
- Keith Ferrazzi - Never eat alone: and other secrets to success, one relationship at a time
- Russell Brunson - Traffic secrets: for filling your website and funnels with your dream customers
- Russell Brunson - DotCom secrets: for growing your company online with sales funnels

If you click on one of the links of the books and buy them via our link, we'll probably receive an affiliate commission at no extra cost to you. With that being said, we only promote books and tools that we personally use and stake our reputation on.





30-DAY GROWTH CHALLENGE

Kickstart your growth lever engine with the 30-day growth challenge

Do you want to generate more revenue for your business with an implemented dream 100, value ladder and a 10 times stress test? Then you should sign up for our 30-Day Growth Challenge!

You'll receive 30 emails containing information and assignments, guiding you through the process of implementing your levers.

It's a sequential Growth Challenge, meaning you will start at 1 with the basics and to get the most out of the next email, you should have fixed the first before.

All based on the core philosophy: What's the ONE Thing I can do such that by doing it, everything else will be easier or unnecessary?

First 2 weeks it's all about setting up the levers, then we accelerate the process to end with advanced stuff in the last 9 days.

More info