

The 4 Phases of Business

This list is not comprehensive – it just gives you an idea of the items at each level. Also the levels are not distinct – you may work more than one level at the same time if you have the cash flow. Finally, keep in mind that live events happen at every level in the form of speaking events. The highest level is distinct because you plan the whole event and you are responsible for filling the room.

- **Baseline Income:**

- o From Business One-on-One Clients Rolling Group Programs (open start date) Lot of Products (requires a large list or a big book of clients) Hybrid Products and Services
- o From Other A Previous or Second Business Savings Partner's Income Family Income
- o Skills Time management Mind management Learning your skillset Client/Consumer management Basic delegation skills
- o Time Years 1-3

- **Top-line Income:**

- o Business Offerings Short Group Programs (fixed start date & smaller numbers) Long Group Programs (fixed start date & smaller numbers) Product Launches Book Launches Paid Events
- o Skills Technology Team management List-building Partnerships
- o Time Years 2-6

- **Scale Income** – At this level you can begin to let go of some/all of your 1-1 Baseline work if you choose:

- o Business Offerings: Short Group Programs (fixed start date & larger numbers) Long Group Programs (fixed start date & larger numbers) Product Launches (larger numbers) Book Launches (larger numbers) Paid Events (larger audience numbers)
- o Skills Bigger teams Complicated technology More partnerships List-building Paid advertising
- o Time Years 5-7+

- **Empire Income:**

- o Hosting your own LARGE events (you'll do smaller events and other types of events throughout the growth of your business)
- o Larger launches o Bigger platform
- o More media

To Summarize:

- Baseline:
 - o 1-1 clients or rolling programs
- Topline:
 - o Online courses or group programs
- Scale:
 - o Larger group programs or courses
- Empire:
 - o Bigger platforms for whatever you choose

Next Action from this Training:

- Choose what phase of business you are at
- Start to think about the kinds of programs you want to offer