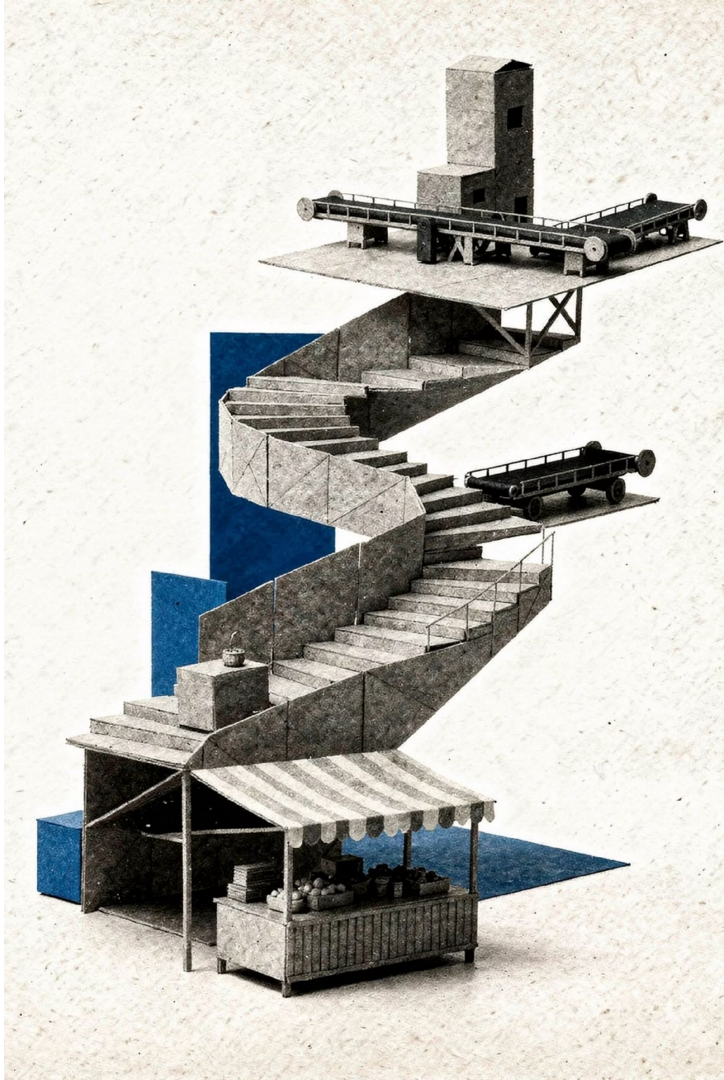
How to Start a Business That Scales

`Lessons from Businesses I've Started and Mentored`





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Don't Marry Your Ideas - Marry the Vision.

Because you're not the target audience.

IF YOU DISPPEARED FOR 30 DAYS,
WOULD REVENUE STOP?





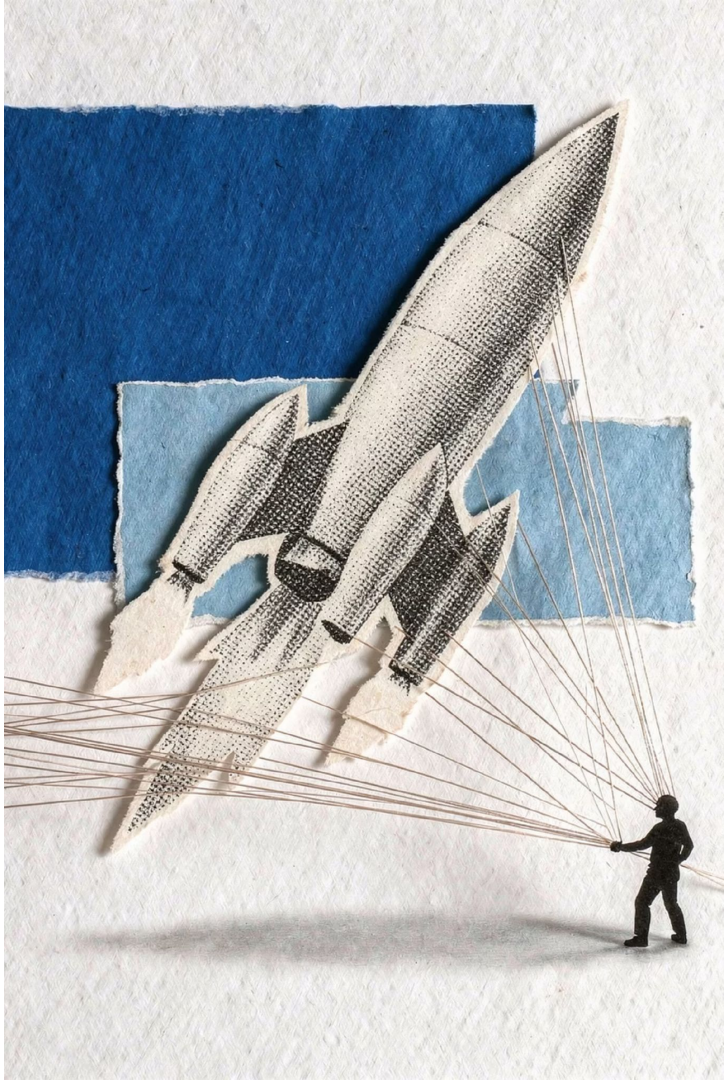


Revenue Is Vanity. Systems Are Sanity.

Anyone can chase a number but few can build the machine that produces it.

Founder-Led ≠ Founder-Dependent

A business that needs you in every room isn't a business. It's a job you can't quit.



Build a core team



Next

Strong personal brands attract top talent





Want to Grow?

Start Saying No.

*Say no to clients who drain more than they pay
*Say no to projects outside your core offer
*Say no to niches where you can't win
*Say no to hires who don't believe in the mission

Sometimes Scaling Is Subtraction


The Woman in
the room

Apply It This Week

1. Write your "30-day disappearance plan" – what would break first?

2. Pick ONE process you do weekly. Map it in 5 steps. Hand it to someone else next time.
3. Update yout vision board every 3 months. Then ask the only question that matters: *"Have my last 90 days actually served it - or just kept me busy?"*

The permission you're waiting for isn't coming.

So give it to yourself.

