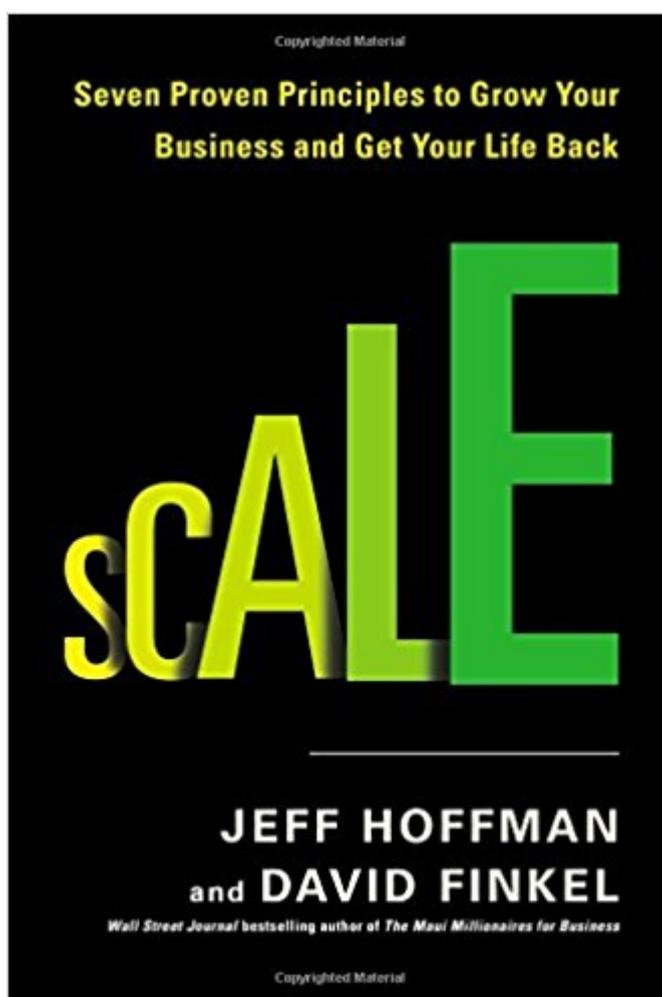


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# Scale: Seven Proven Principles To Grow Your Business And Get Your Life Back



## Synopsis

Your concrete road map to rapidly grow your business and get your life back! Have you ever wanted to grow your business but held back because of fear that it would take over your life? As an owner, it's all too common to feel you have to choose between your personal life and the success of your business. But the surprising truth is that the only way to truly scale and grow your company is to reduce its reliance on you. This means that, done right, scaling ensures that you can grow your business without sacrificing your life. Jeff Hoffman, a serial entrepreneur and former CEO in the Priceline.com (Priceline Yardsale) family of companies, and David Finkel, CEO of Maui Mastermind, a business coaching company with thousands of clients worldwide, offer a concrete road map for rapidly growing your business while also gaining more personal freedom. You'll not only learn the best strategies to generate growth, but you'll also get proven insider tips to sustain that growth through sound systems, empowered teams, and intelligent internal controls. Hoffman and Finkel will also show you how to overcome predictable obstacles in any pillar of your business—including sales, operations, and finance—with insight for building better lead-generation systems, managing cash flow, and retaining talent. You'll learn how to: Escape the Self-Employment Trap and build a business, not a job. Systematize your business to reduce costs and increase capacity. Ensure your company survives the "Hit by a Bus" test. Uncover your company's top leverage points (and execution strategies to implement what you discover). Fund your growth with the seven cash flow commandments. And much more. Scale offers a game plan to work less and get your business to produce more. Written by two worldclass entrepreneurs who have started, scaled, and successfully exited from multiple businesses, which collectively have generated tens of billions of dollars in sales, it gives you their bottom-line best ideas to effectively grow your company. If you have ever felt stuck in your business, not knowing the best way forward, this book is your must-read guide.

## Book Information

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## Customer Reviews

“Almost every chapter provides the kind of pragmatic support new business owners need and deserve.” **Booklist**

“This well-written, well-organized book will help business owners who want to enjoy a life beyond business.” **Publisher’s Weekly**

“Scale is a competitive weapon! This book gives you exactly what you need to succeed in the big game.” **Philip and Gayle Tauber, founders, Kashi Company**

“Scale is a masterwork that encapsulates enough practical wisdom to fill several books. . . . This book will ignite years of successful growth for any reader who applies what they share.” **Rob Kautz, former CEO, Wolfgang Puck Worldwide**

“Hoffman and Finkel have hit a grand slam with Scale. Each of the chapters is worth its weight in gold and jam-packed with immediately actionable guidance.” **Jason Jennings, New York Times bestselling author, Think BIG, Act Small and The Reinventors**

“Wow! Scale gives you a step-by-step process to grow your business the right way. I would tell every business owner that they need to read this book.” **Sandy Gooch, cofounder, Mrs. Gooch’s Natural Food Market (later acquired by Whole Foods)**

“Scale is a must-read for anyone interested in founding and scaling firms.” **Jonathan Ortman, president, Global Entrepreneurship Week, and senior fellow, Kauffman Foundation**

“If you’re tired of struggling and spending every waking moment consumed by your business, then this is the book for you. Learn how to build a successful and sustainable business that has value without your being involved every minute.” **Susan Solovic, New York Times bestselling author of It’s Your Biz and award-winning entrepreneur**

JEFF HOFFMAN, a founding team member and former CEO in the Priceline.com (Priceline Yardsale) family of companies, is a serial entrepreneur who has successfully

scaled and sold multiple companies. Collectively, his businesses have generated sales in the billions of dollars. He lives in Chicago. DAVID FINKEL is the CEO of Maui Mastermind®, one of the world's premier business coaching companies with thousands of clients worldwide. He is the Wall Street Journal bestselling author of ten books, including Build a Business, Not a Job. He lives in Jackson Hole, Wyoming.

In a sea of books that purport to unlock the mysteries of the business universe and turn your scar into a star, this book stands out for its solid, no nonsense presentation of how to change your business and your future for the better. If you are looking for a 30 second quick fix, skip to Ebay and buy a magic wand. The prescriptions offered in this book take time, thought, effort and change in your beliefs and habits. You'll have to work. But, if you do, this is a stand out process for transforming your small business available. You won't find self-aggrandizing, generalities or platitudes but will find a proven process to transform any business. It's one of the very tiny number of business books I've read in years that actually deliver many of the secret of having a great business. Yes, I like it. Why? Because it follows the same general outline of the FocalPoint Business Coaching program developed by Brian Tracy that has changed the results for over a thousand businesses, you can count on it working for you -- if you do the work.

SCALE is a more than a how to grow a business text, it contains lessons that can be used to your organizing your daily life (with an eye towards the next quarter), achieve more on your job by working smart (not more) and anticipate changes in your surroundings through careful open observation. While the first few pages are aimed at the already successful the rest of the book has valuable applications for everyone. The processes encouraged are to be maintained and updated, i.e. Write your quarterly plans, Write about your customer's goals, Update one page summaries to keep everyone on the same page. And use your staff to the best of their inventoried abilities. Trust them, and work towards staff happiness (find out what people want and work towards it). Worksheets are provided so it is hard to go astray if you follow the steps. Look for your strengths, your reason to be (in business), and honor your client's needs. If you are on the Development side there is great advice: schedule closed door creativity time. Brainstorm. As Hoffman is a famed innovator there are marvelous suggestions on how to provoke creativity, how to stoke the fire to hit the eureka moment. Experience has shown him, and now us that The Key is escaping your safety zone and experiencing more, don't let habit strangle you. Spend time observing

and talking to people who differ from you in terms of age and experience; or are in different industries or fields. The mix will reward you with new points of view and ideas. The Mantra I took away is “Learn to read the world so that you stay relevant and build your business for tomorrow’s marketplace, not yesterday’s reality. In a rapidly changing world, the status quo is never safe.” (254). I met Jeff Hoffman at the University of Akron.

Jeff Hoffman’s book is a gem! Don’t limit your business by doing everything yourself. Wrap your brain around expansion, delegating and creating a plan for growth. Having a strategy is key and you will find a step by step outline for evaluation, creating successful processes and implementation. So refreshing to know a power player who totally supports young entrepreneurs..Should be required reading for business schools.

I have been continuing to follow David’s coaching teachings since I became a client 3 years ago (for 1 year). So far I have read 3 chapters and have to put it down (in a good way, later). This book crystallizes his teachings with many examples refreshed. Like his seminars, this book contains a choke full of actionable items. Unlike his fast paced seminars, I find myself having the luxury to stop every chapter and work on my action plan, because the book is set up as such. Each chapter also comes with online supplemental info (fillable forms and videos) that make the information so much more complete, and encourages me to take action starting with the electronic templates. The book is logically laid out that can either be read from the beginning, or just the chapter you need to work on. It is easy to read and highly practical.

The book *Scale* is one of the best business books I’ve read (and I read a lot). Packed full of actionable ideas, and plenty of theories to keep you thinking. My favorite part of the book is the first half where Finkel and Hoffman discuss the concepts of smart business growth, how to make it through the three stages of the business cycle and the predictable business challenges along the way. How to analyze your customers, your competition and how to best position your business and your marketing messages. And how to scale your business the smart way. It’s rare I mark up a book with so many notes, I really enjoyed this one!

This book is a concisely written, easy read with undeniably successful, common sense advice. I own multiple small businesses and my most recent one is my most passionate and scalable,

involving healthcare costs and IT. How timely that a book came out called Scale?! The principles in Scale are being applied to my business strategy, business efficiency and every day operations in my company. In particular, focusing on a business's "sweet spot" as defined and then maximizing it for scaled growth via systems in place is great advice that is being taken seriously.

The information in this book is cutting edge and came at a very crucial time in my business. I plan to use the information in this book to help grow my business. The language of the book is clear and to the point. I appreciate that where the author has something to say it is said efficiently. I was able to attend a seminar where the authors gave background and substance to the material in the book. Great information and Great follow up. The authors have great credentials to present the material as well. What the book presents comes from experience.

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