

*The*

# 7 IRREFUTABLE KEYS

TO BUILDING A BUSINESS  
THAT CAN RUN WITHOUT YOU

Fellow business owner/entrepreneur,

You didn't become a business owner/entrepreneur because you wanted a job. You started your company because you wanted freedom.

You wanted to be able to do what you wanted to do, when you wanted to do it, with whomever you wanted to do it with ... without anyone else being able to tell you what to do and when.

Unfortunately, if you're like most of the business owners and entrepreneurs I know, that's not your reality. The reality is that you've built your business in such a way that your business controls you, not the reverse.

The good news, of course, is that it doesn't have to be that way. You can build a business that can run without you. And the even better news is that there are only seven steps you need to take to get there.

So, what are those seven steps? Well, that's what this short guide is all about. Enjoy!



# 1 ▶

## Design Your Business Without You at the Center.

Most businesses are designed with what I refer to as a meOS (a “me” operating system), where you’re at the center of everything that happens in your business. That’s why you feel like you can never be free and why “everyone” keeps coming to you with questions all the time.

The solution to this problem is to redesign your business so that you’re not at the center any longer, but your self-operating operating system (what I call a soOS) is. Once you’ve built a machine that runs your business (vs. you at the center), you get to decide how much time per week you want to be involved in your business. This is the first and most important step to breaking free from the day-to-day operations of your business.

# 2 ▶

## Systematize Everything from the Core Out

Simply put, a self-operating business is a systems-driven business, not an owner-driven business. Whether you like systems or not is irrelevant. You already have them in your business, they’re just not written down or optimized.

However, to go from a minimally systems documented business to an entirely systematized and documented business can be overwhelming (with all of those systems located in what I call your BRB, your business run book). So, the key to step two is to prioritize the systemization of your business by looking at the core processes of your business and starting there.

# 3 ▶

## Build a Team You Can Trust

If you want to build a business that can run without you (i.e., a self-operating business), you need to put in place a team that can run your business without them needing to check in with you all the time. However, to do that, you first need to find a team of people you trust so that you'll be okay with letting go.

Finding that level of talent or developing that level of talent, takes a lot of time, effort and resources. However, it's money and time well invested. Why? Because to get to the next level, you need to create massive leverage, which you can only do if you don't have to make all the key decisions all the time.

# 4 ▶

## Develop a Better Customer Journey

As you know, businesses exist to solve problems for a specific group of people. However, virtually no one buys the first time they hear of someone (or some company) who can solve their problem. Instead, they go on a journey from a place of ignorance where they're unaware of someone, to aware of that someone, to a place where they're intrigued enough to think that this person (or company) can solve their problem, etc.

Unfortunately, most business owners and entrepreneurs forget this and focus their marketing and sales efforts on converting their ideal prospects the first time they hear of them. Mistake! The solution, of course, is to build a better customer journey, where you reengineer the way you interact with your prospects and customers, based on how they think vs. how you think they should think at each stage of their journey with you.

## 5 ▶

### **Install a Predictable Growth Engine**

Once you map out a better customer journey, you don't want to stop there and leave it up to chance that your prospects and customers will follow it. You want to move them along that journey at an accelerated pace so that they want to buy from you (and buy from you over and over again).

Moreover, if you want to grow and scale a self-operating business, you need predictability in your business. In other words, you want to know, month-by-month, approximately how much money is going to be coming in and how much is going out—which is incredibly difficult to do if you don't have a predictable growth engine in place, which is why step five is so critical.

## 6 ▶

### **Become an E2 Leader**

E2 is our short-hand code for "Exceptionally Effective." If you want to build a self-operating business, then you need to become a great leader. Why? Because the effectiveness of your leadership will determine how fast and how big your business will become.

As the old adage goes, "As goes the leader, so goes the team." Unfortunately, most business owners and entrepreneurs haven't had a lot of training on leadership, which is why they often struggle with building a great business led by a great team. However, once you learn how to lead well (i.e., learn to be an exceptionally effective (E2) leader), you'll be amazed at how much better and faster your business will run.

## 7 ▶

### **Be a Voracious Learner**

You are both the primary driver and the primary bottleneck of your company. And, since no company can consistently perform at a level beyond the capacity of their senior leader, if you're stuck, your company is stuck, period.

The good news, however, is that you don't have to remain stuck. You can always grow. And the more you grow you, the faster your business will grow. In fact, I would argue that the fastest way to grow any business is to grow the leader. Which is why I believe step seven is so critical to growing and scaling a self-operating business. The more voracious you are as a learner, the faster you'll grow, which means the faster your business will grow as well.

So, there you have it. You now know the seven irrefutable keys to building a business that can run without you. In light of those seven keys, what are your next steps?

1. Looking at that list of seven keys, which one, do you think, is the greatest hindrance to you building a self-operating business?

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2. What are three to five (3-5) things that you can begin to do to fix that weakness (and turn it into a strength)?

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3. What is the first action you need to take to begin the process of turning your current business into a self-operating business? And when will you execute on it?

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4. If you'd like to go deeper on this subject, make sure you check out my entire course entitled, "[The Self-Operating Business Playbook.](#)" It'll walk you through each of those seven steps (plus some more) so that you can begin to build the business you've always wanted. You'll love it!

Finally, if you enjoy practical ideas and insights on how you can grow and scale a self-operating business that can double every 12-36 months, make sure you follow me on your favorite social media channel(s)

