

DAY TWO



**10X
SCALABILITY**

Suneeta's notes

MY SCALING STORY.. 14:40

I've never been shy of a mic! When I was starting up in business, I told my story everywhere I could, told the story of Stax. I enrolled in a pitching competition and took home first prize!!

I applied to contest after contest and kept winning. I had a scalable business plan idea, so investors were into it.

We made a big impact with a small team. I took home \$200k in contest wins across Florida. Word was spreading.

The more I shared, the more successful I became.

And then, after a front page article in Fast Company - we got 10x the sales overnight.

It was the best and worst thing that ever happened to me!!

CEO SCHOOL

Phones were ringing off the hook. We didn't have enough people to handle the demand. Systems were failing. For 4 days we were in the office 24/7.

Our website crashed. Post-it notes were EVERYWHERE!

We broke.

Our product broke, our website broke, our customer journey broke. We didn't have SOPs, or systems, or management software. I fucked it up. And at that moment I promised my team that we were going to scale, 10X. It became our goal. It took us 1 year to revamp our systems to handle it.

REALITY.. 23:00

Current state:

- You want to make a bigger impact - but you don't know how to get there
- Energy output - you're overwhelmed and doer of all things in your business
- Future preparation - your business runs you, not you running your business, and you aren't ready for scale

Goal - why you started a business:

- Bigger impact - you're proud of what you do, and you want to make a positive impact with your product
- Freedom of time - you left your 9-5 to not work 24/7! There are seasons of that, but it shouldn't be all the time.
- Freedom of dollar - you want freedom in finances, and you want to work on your zone of genius.

Scaling is a continual journey.

Goal - what that looks like for your business:

- Scalable profits
- Scalable processes
- Scalable people

Reminder - it's supposed to break. It does not have to be perfect.

10X SCALABILITY.. 25:20

Scaling just means growing your revenue faster than your costs: you're experiencing exponential, profitable, and efficient growth.

It means the ability to use your resources, your dollars, time, or team, strategically: to get better results while spending less and doing less.

LEVERS OF SCALABILITY.. 25:50

Product - Tighten your product offerings either by honing in on an MVP (minimum viable product) or diversifying.

Scaling through product means having a product suite that best addresses your ideal customer's demand.

That might be focusing and optimizing one MVP, or diversifying your income streams.

Customer journey - your customers are going to A-Z and they will have a transformation at every step of the way. It doesn't matter the industry type you're in, you need to know about your customer transformation, from a product delivery standpoint.

What products are you currently delivering? Map out your product suite. There is a way to scale your product. You might need to optimize your hero product, or diversify current income streams to add to it.

Pricing - Optimize pricing to create your ideal revenue scenario. A strategy of scale through pricing implies getting to the optimal profit margin for each product.

The highest price your client would pay, without sacrificing profitability in volume, or quality.

That is pricing optimization.

In Stax, my first product was \$29 per month per customer. Now the average is \$299 per customer per month. It is 10X more than where I started.

Are you priced correctly in the market?

Process - Setting up the systems for success. You can't grow without a clear guideline.

Process is how you truly scale, because it's only through steady and sustainable processes that you can truly harness the power of systems for efficiency.

Scalable systems is having the right tools and tech to automate processes to grow. Get the right SOPs and automations in place. Delegation is key here.

People - $1+1 = 3$. Have people working in their zone of genius and with SOPs for exponential impact.

Scaling via people means having clear and direct standards of procedure so you can delegate key areas.

I find that female entrepreneurs try to hire but say 'people just don't get it and don't do it right'. They still feel like they have to do the job because no-one else is good enough.

Get out of that mentality. Put your CEO hat on. Don't strive for perfection. 80% perfection, and 20% optimizing.

SCALING THROUGH PRODUCT AND PRICING.. 37:10

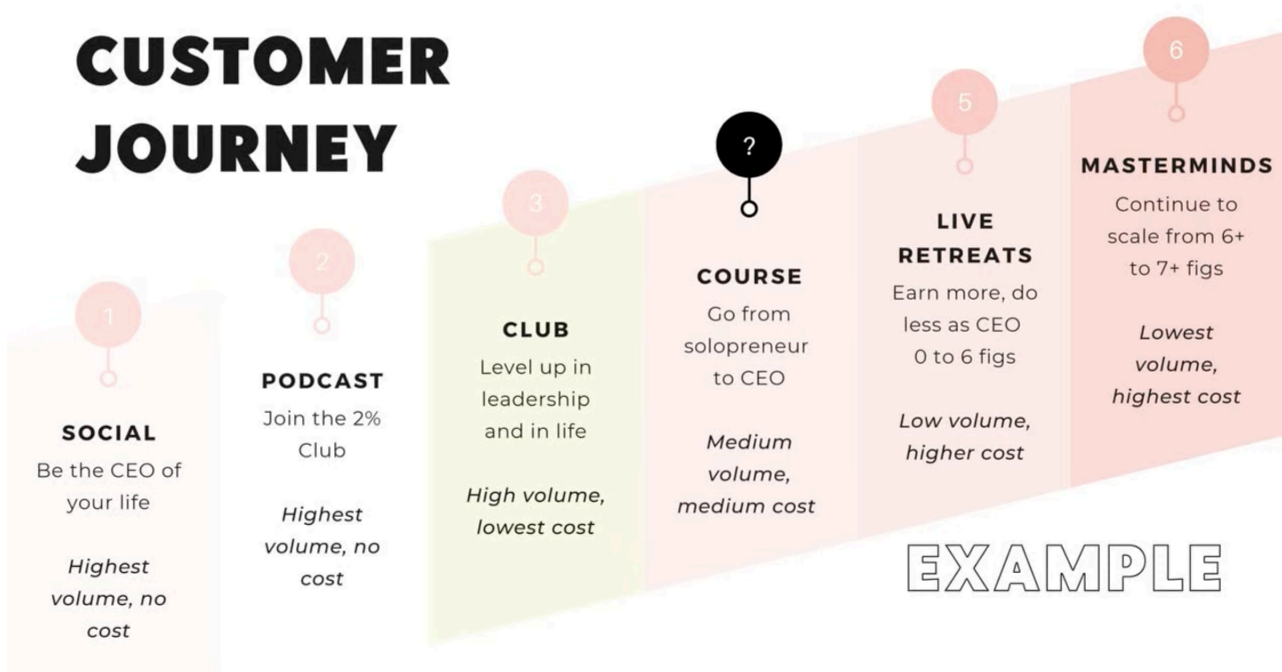
Product

- Create new product offerings
- Improve current product offering - have you taken customer feedback on your product? Are you listening to your customers? Don't be shy about asking for feedback. I call it feed-forward. And start with your hero product.
- Faster turnaround
- Strengthen the sales funnel
- Remove or downgrade offerings that are not working
- Delegate out or automate product

Your customer journey will define your product suite. Those are the products your customer want.

CCEO SCHOOL EXAMPLE.. 39:00

I had a piece missing in my product suite offering for CEO School.

**Ask yourself:**

- What is easiest to scale? What is the lowest hanging fruit?
- How time and energy intensive is each product?
- What other problem can I solve for my ideal customer?
- What do I like working on best?

This is our 3rd year in business as CEO School and we're finally completing our product suite.

Pricing

Your product suite should look like an upside down triangle.

You can't have the highest volume at the highest cost. It isn't scalable.

Identify price flexibility: What's the highest price you can charge, while clients still feel they're getting their worth? As female entrepreneurs we are definitely under-pricing ourselves.

CEO SCHOOL

PRICING EXAMPLE



What's the industry benchmark? What prices are people expecting?
Your personal metrics: Have you proven value? Do you have testimonials?
How effectively are you converting?

We need to value the effort we put in.

As women, we have amazing intuition. Use your gut, heart and mind.

CASE STUDY.. 47:25

You can see the gaps in our product suite here. The mission of CEO School is to have accessible knowledge so more women can scale their business. But we couldn't scale our business at this point. Ask yourself - what's the one thing you can focus on scaling to get you to your goal?

We got rid of the low ticket \$37 offering - it wasn't profitable. We made it free.

When it costed \$37 it brought us 200 leads. When it was free, it brought us 14,000 leads.

CASE STUDY: CURRENT

2020 PRODUCT & PRICING BREAKDOWN				
PRODUCT NAME	UNIT PRICE	TOTAL SOLD	ANNUAL REV	% of ANNUAL REV
Podcast Freebie	\$37	200	\$7,400	1.3%
The Club	\$1,200	250	\$300,000	53.8%
2.0 Coaching	\$25,000	10	\$250,000	44.9%
				0.0%
				0.0%
				0.0%
				0.0%
TOTAL ANNUAL REVENUE			\$557,400	

CASE STUDY: GOAL

2022 REVENUE BREAKDOWN				
PRODUCT NAME	UNIT PRICE	TOTAL SOLD	ANNUAL REV	% of ANNUAL REV
The Club (\$99 p/m)	\$1,200	500	\$600,000	45.5%
The Boardroom (\$299 p/m)	\$3,588	75	\$269,100	20.4%
Live Events	\$7,500	60	\$450,000	34.1%
The Course	coming			0.0%
TOTAL ANNUAL REVENUE			\$1,319,100	

Then we expanded our product suite. It became more energy manageable, and we didn't need to change the products - we split things out and adapted, making more separate products and charging less for it.

Think about time vs. cost. Time and skillset is your currency. Work backwards from your goal to set your future sales goals.

UNIT ECONOMICS.. 54:50

- What is your annual revenue goal? | Example: \$100,000
 - What is your monthly goal? | Ex. $\$100,000 / 12 = \$8,333$
 - What is your price point? | Ex. $\$8,333 / \$997 = 8.35$
 - Goal: 8-9 units per month at \$997
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ASSIGNMENT!.. 56:15

Understand your sales goal for optimized products.

- Product suite is set - you're serving your customer's journey
- Price point is set - you know what you're selling it at, and take into account your margins
- Goal units to sell - clear goal for how many units to sell

Your product suite doesn't have to be perfect! But it allows you to have a plan of where you need to be to scale your business.

Zoom out of your business. Then you can see where you need to optimize.

Complete the worksheet - fill in your metrics and map out your product journey! Get your customer from point A to B to C.

If you're a physical goods store, break your products into categories.

The CEO School Team has put together a quick explainer video here: theceoschool.co/links