Solopreneur to Multipreneur
How to Grow your Single Person Business into a Thriving Enterprise that Can Run Without You

DAVE LAVINSKY
About me
4 Steps from Solopreneur to Multipreneur
Step 1: Maximize Your Productivity
3 Key Principles of Productivity
1. Parkinson’s Law
2. Four Quadrants Where Time Is Used

<table>
<thead>
<tr>
<th>Urgent</th>
<th>Not Urgent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>Important</td>
<td>Not Important</td>
</tr>
<tr>
<td>Crises</td>
<td>Preparation</td>
</tr>
<tr>
<td>Pressing issues</td>
<td>Planning</td>
</tr>
<tr>
<td>Deadlines</td>
<td>Prevention</td>
</tr>
<tr>
<td>Meetings</td>
<td>Relationship building</td>
</tr>
<tr>
<td></td>
<td>Personal development</td>
</tr>
<tr>
<td>Q3</td>
<td>Q4</td>
</tr>
<tr>
<td>Not Important</td>
<td>Important</td>
</tr>
<tr>
<td>Interruptions</td>
<td>Trivia</td>
</tr>
<tr>
<td>Some mail</td>
<td>Some phone calls</td>
</tr>
<tr>
<td>Many popular activities</td>
<td>Excessive TV/games</td>
</tr>
<tr>
<td></td>
<td>Time wasters</td>
</tr>
</tbody>
</table>
3. Write Things Down
My Simple, Yet Highly Effective
3-Step Productivity System
1) Set Goals & Objectives
2) Create To Do Lists

To-do lists

To Do This Week
- Create presentation
- Read new book
- Conduct 3 interviews
- Review performance of team
- Set new objectives

Add an item

To Do This Month
- Provide feedback to new hires
- Develop new product
- Write 6 new blog posts

Add an item

Master To Do List
- Find lower cost insurance
- Develop partnership with radio company
- Look at performance on satisfaction study
- Determine new hiring needs
- Buy new office furnishings
- Find new video camera
3) **Schedule Every Minute of Every Day**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8am</td>
<td>8:30 - Create Financial Docs for Tina</td>
</tr>
<tr>
<td>9am</td>
<td>9 - 10 - Create Module 3 of Profitability Course</td>
</tr>
<tr>
<td>10am</td>
<td>10 - GT Publishing Meeting ☀</td>
</tr>
<tr>
<td></td>
<td>10:30 - Check Email</td>
</tr>
<tr>
<td>11am</td>
<td>11 - 1p - Shoot IM video and record audio</td>
</tr>
<tr>
<td>12pm</td>
<td></td>
</tr>
<tr>
<td>1pm</td>
<td>1p - 2p - Lunch/Email</td>
</tr>
<tr>
<td>2pm</td>
<td>2p - 3p - Profitability Course Module 4</td>
</tr>
<tr>
<td>3pm</td>
<td>3p - 4p - Performance Review Meeting</td>
</tr>
<tr>
<td>4pm</td>
<td>4p - 5p - Attend and Critique Troy Webinar</td>
</tr>
<tr>
<td>5pm</td>
<td>5p - Check Email</td>
</tr>
<tr>
<td></td>
<td>5:30p - 6:30p - Record IM Audio CD and Film 3 IM Videos</td>
</tr>
</tbody>
</table>
Does it work?

- 6:05-6:10 fluency
- 6:10-6:15 causalive
- 6:15-6:25 math facts
- 6:30-6:50 reading
- 6:50-6:10 R. resource
- 8:30-8:40 shower
- 8:40-8:50 brush teeth
Step 2: master hiring & leading
Outsource or hire for important tasks that are the lowest value uses of your time.
Efficient hiring: consider hiring full-time employees that can manage multiple part-time employees.
Find Great Hires: 4 favorite ways

- Referrals
- College job boards
- Contractor websites: odesk.com, guru.com
- Full-Time abroad: onlinejobs.ph
Hire winners by viewing “real game plays”
Set objectives jointly with EVERY employee
Step 3: implement systems
Why Systems?

- Precision & Consistency
- Time and money savings
- Scalability
- Free Your Time & Build Business Value

3 Types of Systems…
1. Process Maps

- Ovals show start or end of process
- Boxes show tasks or activities performed
- Diamonds show where decisions are made
- YES: Task
- NO: End of process
2. Standard Operating Procedures

A Standard Operating Procedure (SOP) is a set of written instructions that document a routine or repetitive activity followed by an organization.

**Daily Cleaning Grid**

*NOTE: In-use utensils must be stored in the designated product/container. Wash, rinse, and sanitize with each refill, once daily minimum. Also see the Retail Operations section on OPS Source.*

<table>
<thead>
<tr>
<th>Item</th>
<th>Frequency</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambiente Espresso Machine/Steam Wand</td>
<td>After each use</td>
<td>Wipe steam wand with a clean, sanitized cloth and purge</td>
</tr>
<tr>
<td>Carafes, Thermal Pot and Servers, Brew Baskets</td>
<td>After each use</td>
<td>Empty and rinse</td>
</tr>
<tr>
<td>COOLATTA® Spindle Mixer</td>
<td>After each use</td>
<td>Sanitize engines — NOTE: Some states do not allow sanitizers to be used. In FL, VT, and RI, use only after each use; follow your state’s rules.</td>
</tr>
<tr>
<td>Lemon Wedger</td>
<td>After each use</td>
<td>Wipe steam wand with a clean, sanitized cloth and purge</td>
</tr>
<tr>
<td>WMF Espresso Machine/Steam Wand</td>
<td>After each use</td>
<td>Wipe steam wand with a clean, sanitized cloth and purge</td>
</tr>
<tr>
<td>Counter Areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carafes, Thermal Pot and Servers, Brew Baskets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COOLATTA® Spindle Mixer</td>
<td>Every 4 hr</td>
<td>Brush mixer blades, wash, rinse, sanitize and air-dry</td>
</tr>
<tr>
<td>Cutting Boards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*In-use Utensils and In-use Food Contact Surfaces Stored at Room Temperature (Tongs, Spoons, Scoops, etc.)</td>
<td>Every 4 hr and/or between</td>
<td>Wash, rinse, sanitize, and air-dry</td>
</tr>
<tr>
<td>Wiping Cloths</td>
<td>Every 4 hr</td>
<td>Launder soiled cloths — NOTICE: when sanitizer is changed, a clean cloth should be used.</td>
</tr>
<tr>
<td>Hot Winter Beverage Machine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee Brewer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COOLATTA® Freezer</td>
<td>Daily</td>
<td>Wipe exterior with a clean sanitized cloth</td>
</tr>
<tr>
<td>Dairy Dispenser</td>
<td>Daily</td>
<td>Conduct daily cleaning according to the Equipment Care Guide section on OPS Source</td>
</tr>
<tr>
<td>Espresso Machines</td>
<td>Daily</td>
<td>Wipe exterior, valve area, and drip tray with clean sanitized cloth; clean dispensing spout with cleaning brush</td>
</tr>
<tr>
<td>FlavorShot Dispenser</td>
<td>Daily</td>
<td></td>
</tr>
</tbody>
</table>
3. Policies & Guidelines

You don’t need or can’t have systems or SOPs for every situation, e.g., how employees should respond when you assign them a task via email.
Step 4: leverage business intelligence
You NEED BUSINESS INTELLIGENCE

Larger companies spending $13.8 billion/year on BI software (Gartner)
You NEED BUSINESS INTELLIGENCE

Because it works!!! (Aberdeen group)
COMPANIES WITH A biDASHBOARD GENERATE:

2 times HIGHER year-over-year Net Income growth

3 times HIGHER year-over-year Sales growth

$32.2M

$127.00
Growthink’s BI dashboard

Example - Marketing Traffic Sources
- Direct: 1,415,026
- Refer: 988,312
- Search: 743,343

Example - Revenue YTD
- $20.0M

Example - Bookings QTD
- Sweden: $5,000
- Norway: $4,000
- Holland: $3,000
- Italy: $2,000
- Russia: $1,000
- Austria: $500
- France: $300
- UK: $200
- Germany: $100

Example - Bookings by Country
- UK (16.6%)
- France (12.5%)
- Holland (12.4%)
- Italy (12.2%)
- Other (46.4%)

Example - Stock Quotes
- Apple Inc.: $586.17
- Google Inc.: $777.79
- Microsoft Corp.: $305.95
- International Bus.: $199.04
- Intel Corp.: $27.65

Example - Campaign Performance
- Red Team Banner: 34% ROI, 512 Leads, 121 Wins, Sun, Apr 04, 2010
- Red Team Skyscraper: 11% ROI, 235 Leads, 58 Wins, Wed, May 12, 2010
- Blue Team Video: -9% ROI, 325 Leads, 42 Wins, Mon, May 10, 2010
- 01/09 Email Blast: -18% ROI, 1,214 Leads, 2 Wins, Thu, Apr 01, 2010

Example - 75/20 Service Level - Today
- Call Volume: 16 / 20

Funnel
- Visits: 3% On Target, 67,875 Past 30 Days, 64,874 Past 90 Days
- Down...: 9% On Target, 23,092 Past 30 Days, 19,456 Past 90 Days
- Leads: 54% On Target, 3,434 Past 30 Days, 3,845 Past 90 Days
- Opps: 26% On Target, 197 Past 30 Days, 157 Past 90 Days
The best BUSINESS INTELLIGENCE technology
Updates in real-time via APIs with cloud applications

And thousands more
1. Revenue dashboard

Current Month - Total Revenue

Current Month to Date  vs. Prev Month Avg  vs. Prev Year  Current Month Projection  Current Month/Projected/Goal

$110,599.00  ▲ 29%  ▼ -3%  $368,663.33

Current Month - Revenue Per Day

<table>
<thead>
<tr>
<th>Date</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/01/13</td>
<td>$10.1K</td>
</tr>
<tr>
<td>05/02/13</td>
<td>$13.3K</td>
</tr>
<tr>
<td>05/03/13</td>
<td>$12.1K</td>
</tr>
<tr>
<td>05/04/13</td>
<td>$17.5K</td>
</tr>
<tr>
<td>05/05/13</td>
<td>$10.5K</td>
</tr>
<tr>
<td>05/06/13</td>
<td>$9.3K</td>
</tr>
<tr>
<td>05/07/13</td>
<td>$11.5K</td>
</tr>
<tr>
<td>05/08/13</td>
<td>$11.9K</td>
</tr>
<tr>
<td>05/09/13</td>
<td>$14.0K</td>
</tr>
</tbody>
</table>

Last 12 Months - Revenue Per Product

- Product/Service A
- Product/Service B
- Product/Service C
- Product/Service D

<table>
<thead>
<tr>
<th>Month</th>
<th>Product/Service A</th>
<th>Product/Service B</th>
<th>Product/Service C</th>
<th>Product/Service D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Jul'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Aug'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Sep'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Oct'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Nov'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Dec'12</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Jan'13</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Feb'13</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Mar'13</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Apr'13</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>May'13</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$50,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
2. **Website Dashboard**

- **Current Month - Website Visitors**
  - Current Month: 8,965
  - vs. Prev Month Avg: -2%
  - vs. Prev Year Avg: -17%
  - Current Month Projection: 30,879

- **Last 12 Months - Website Visitors By Source**
  - Graph showing the sources of website visitors over the last 12 months.

- **Last 30 Days - Website Visitors Per Day**
  - Line graph illustrating daily website visitor count over the last 30 days.

- **Last 12 Months: Website Revenues**
  - Bar chart showing website revenues for each month over the last 12 months.
2. **website dashboard**
3. **Sales team dashboard**

- **Current Month - Sales By Salesperson**
- **Weekly Proposals**
- **Weekly Lead Summary**
- **Proposal Close Ratios**
- **Current Month - Activity By Salesperson**
4. advertising dashboard

<table>
<thead>
<tr>
<th>Current Month - Advertising Costs</th>
<th>vs. Prev Month Avg</th>
<th>vs. Prev Year Avg</th>
<th>Current Month Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>$58,292.75</td>
<td>▼ 2%</td>
<td>▼ -72%</td>
<td>$225,884.41</td>
</tr>
</tbody>
</table>

Last 12 Months - Advertising Costs

Last 30 Days - Number of Leads from Advertising

Last 12 Months - Number of Leads from Advertising
4. Advertising dashboard
5. Email marketing
5. Email marketing

### Last 12 Months - Number of Email Clicks Per Month

- April 12: 5,000
- May 12: 5,500
- June 12: 6,000
- July 12: 6,500
- August 12: 7,000
- September 12: 7,500
- October 12: 8,000
- November 12: 8,500
- December 12: 9,000
- January 13: 9,500
- February 13: 10,000
- March 13: 10,500
- April 13: 11,000
- May 13: 11,500

### Last 12 Months - Average Monthly Email Revenue Per Click

- June 12: $2.276
- July 12: $2.088
- August 12: $1.843
- September 12: $1.697
- October 12: $1.677
- November 12: $1.464
- December 12: $1.458
- January 13: $1.425
- February 13: $1.416
- March 13: $1.397
- April 13: $1.378
- May 13: $1.359

### Last 30 Days - Number of Unsubscribes

- 04-10-13: 50
- 04-11-13: 40
- 04-12-13: 30
- 04-13-13: 20
- 04-14-13: 10
- 04-15-13: 0
- 04-16-13: 10
- 04-17-13: 20
- 04-18-13: 30
- 04-19-13: 40
- 04-20-13: 50
- 04-21-13: 60
- 04-22-13: 70
- 04-23-13: 80
- 04-24-13: 90
- 04-25-13: 100

### Last 12 Months - Top Revenue Generating Emails

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>03-21-13</td>
<td>$2,276.00</td>
</tr>
<tr>
<td>12-30-12</td>
<td>$2,088.00</td>
</tr>
<tr>
<td>12-16-12</td>
<td>$1,843.00</td>
</tr>
<tr>
<td>02-23-13</td>
<td>$1,697.50</td>
</tr>
<tr>
<td>10-18-12</td>
<td>$1,677.75</td>
</tr>
<tr>
<td>06-09-12</td>
<td>$1,464.00</td>
</tr>
<tr>
<td>12-04-12</td>
<td>$1,458.00</td>
</tr>
<tr>
<td>07-19-12</td>
<td>$1,425.00</td>
</tr>
</tbody>
</table>
6. Social media dashboard

- Facebook Page Engagement
- Facebook Likes - Past 30 Days
- Facebook Page Post Impressions - Past 30 Days
- Website Visits Via Social Referral
7. Product/Service Fulfillment
8. Customer service

Refunds

Current Month: $12,275.00 vs. Prev Month Avg: ▲ 2% vs. Prev Year Avg: ▲ 19% Current Month Projection: $47,565.63

Average Handle Time (seconds)

Number of Inbound Calls/Emails - Last 30 Days

Avg Speed of Answer

Number of Inbound Calls/Emails - Last 12 Months
8. Customer service
9. Financial Performance

Net Profit

<table>
<thead>
<tr>
<th>Current Month</th>
<th>vs. Prev Month Avg</th>
<th>vs. Prev Year Avg</th>
<th>Current Month Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20,328.47</td>
<td>▼ -32%</td>
<td>▶ 3%</td>
<td>$78,772.82</td>
</tr>
</tbody>
</table>

Net Profit - Last 30 Days

Last 12 Months - Net Profit

Profit Margins - Last 30 Days

Profit Margins - Last 12 Months
9. Financial Performance

Quick Ratio - Last 12 Months

Sales Per Square Foot - Last 12 Months

Weekly Cash Balance

Cash Balance - Last 12 Months
The dashboard for your business

Expertly manage your business

Increase your sales & profits

Constantly updated in real-time

Accessible on desktop, mobile & tablet
4 Steps from Solopreneur to Multipreneur

Productivity
Hiring/Leadership
Systems
Business Intelligence
4 Steps from Solopreneur to Multipreneur

DAVE LAVINSKY

DAVE.LAVINSKY@GROWTHINK.COM