The 10 Stages of Scaling a Business

THE BIG IDEA

Every business climbs the same staircase, from Stage 0 to Stage 9. Find the stage you are on, name the one thing holding you there, and fix only that.

Part 1: The first three stages

Ten stages in all. Stage 0 is Improvise, then Monetize, Advertise.

01 **Stage 0, Improvise: nothing is happening yet.**
Make something you can give away free and get people to try it. You graduate when people actually use it and find it helpful.

02 **Stage 1, Monetize: the business makes no money.**
Build a good-enough first version, set up a way to get paid, and take a deposit. Use free customers' results as proof. Graduate by making your first sale, then more sales to different customers.

03 **Stage 2, Advertise: new customers are inconsistent.**
Market every day. Script your calls and collect testimonials. Fix the product "good enough for now."

04 **Stages 3 to 9: Stabilize, Prioritize, Productize, Optimize, Categorize, Specialize, Capitalize.**
Each stage has its own bottleneck. Do not skip ahead to problems you do not have yet.

Part 2: How to use the map

Find the one bottleneck. Ignore the rest.

01 **Name your stage by the bottom line.**
Each stage has one blunt sentence, like "the business makes no money." Pick the one that sounds like you.

02 **Check eight areas.**
Product, Marketing, Sales, Customer Service, IT, Recruiting, HR and Finance. Each can be stuck at a different stage.

03 **Find the one thing holding each area back.**
Every area has a single constraint at each stage. Name it in one sentence.

04 **Pick the one move that clears it.**
Each constraint has a specific action to graduate. Do that, not ten other things.

05 **Pick one channel and double down.**
Do not spread your marketing thin early. Live by a daily marketing minimum.

> "Don't try and diversify in the beginning. Double down on what works."
>
> Alex Hormozi, $100M Scaling Roadmap

DO THIS WEEK

- ☐ Read the first three stages and circle the one that sounds like your business today.
- ☐ List the eight areas and write one sentence on what is holding each back.
- ☐ Pick one marketing channel and do it every day this week.

Ask weekly: What is the one thing keeping us at this stage?

Source: Alex Hormozi, *Acquisition.com*, "$100M Scaling Roadmap, Stage 1: Monetize"