Find the One Thing Holding You Back

THE BIG IDEA

Every business has one bottleneck. Widen any other lane and nothing moves faster. Start by asking: why can't we do more of what already works?

Part 1: The 5 reasons you can't do more

Check them in this order. When one is fixed, start over.

01 **Metrics: you don't know what's working.**
You can't do more of something you can't measure. Get the numbers first.

02 **Market: rarely the real limit.**
100 clients out of 50,000 possible buyers isn't a full market. Most just don't know you exist.

03 **Model: every business has a hard part.**
Cleaning companies find customers easily but struggle to hire. The hard part is what you get paid to solve.

04 **Money: you can't afford to do more.**
Leads cost too much, you close too few, or customers don't stay long enough. Fix fast leavers before buying more leads.

05 **Manpower: not enough people to deliver.**
Then ask the same question about hiring: why can't you do more of what brings good people in?

Part 2: Why the work isn't getting done

Most likely reason first. Works on your team and on you.

01 **They didn't know you wanted it.**
The most common reason. Write it down and put a deadline on it.

02 **They didn't know how.**
Train them. If it's you, learning how is the to-do.

03 **They didn't know when.**
"Soon" isn't a date. Say exactly when it's due.

04 **Something is blocking them.**
You gave them three other jobs. Say which comes first.

05 **They didn't want to.**
Owners jump here first, but it's usually last. Most people want to keep their job and do it well.

> "The hard problem that you have in front of you is the thing that you get compensated for solving."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Name what already brings in customers. Write why you can't do twice as much.
- ☐ Sort that answer into metrics, market, model, money or manpower. Work only on that one.
- ☐ When a task gets dropped, walk Part 2 in order before you blame effort.

Ask weekly: Why can't we do more of what works?