Find the Problem Behind Your Problems

THE BIG IDEA

Most owners walk in with a long list of problems. Usually one real problem sits behind all of them. Find it with plain questions and simple math, then put everything on one customer, one channel and one offer.

Part 1: Find the real problem

Your problem list is a guess. Test it.

01 **Start with the real numbers.**
Revenue, profit, margin, customers. A trash-service owner opened with $642K in revenue and a $151K loss.

02 **Treat your own diagnosis as a guess.**
He listed more leads, more ads, better routes and more HOA deals. None was the real problem.

03 **Ask what happens if you don't fix it.**
For him: 16-hour days for 2 years and a baby due in 6 weeks. The stakes keep you honest about what matters.

04 **Push each lever to the extreme.**
"What stops you from spending $70,000 on ads?" The real answer: he paid for months two and three before the next payment came in. Cash was the problem.

05 **Do the break-even math out loud.**
Cost to land one customer: $42 service, $50 commission, $116 bin. That's $208. The first payment has to cover it.

Part 2: Fix it with one of each

Spread thin, nothing works. Narrow, it compounds.

01 **Pick one type of customer.**
He served HOAs and single homes. HOAs go to the lowest bid. Single homes pay better, so he picked those.

02 **Pick one channel, even over a good one.**
His paid ads returned 20 to 1. Hormozi still dropped them so all effort went to commission-only door-to-door reps.

03 **Build the offer backward from your cost.**
Core offer: $189 up front. Upgrade: pay $360 for 12 months, get the bin free. If 1 in 5 takes it, that adds $72 per door.

04 **Bet on the plan with the fewest "ifs."**
Only one thing had to be true: 10 commission-only reps making 5 sales a day. That's 50 new customers a day.

05 **Train by document, demonstrate, duplicate.**
Write a short script, show it at the door, then watch them do it. Role play until your eyes bleed.

> "Every single new assumption that we introduce dramatically decreases the likelihood it occurs."
>
> Alex Hormozi

DO THIS WEEK

- ☐ Write your key numbers and every problem you think you have. Treat the list as guesses.
- ☐ Add up what it costs to land one customer. Compare it to the first payment you collect.
- ☐ Pick one customer type and one channel. Put the rest on a "not now" list.

Ask weekly: If only one thing had to be true, what would make this work?