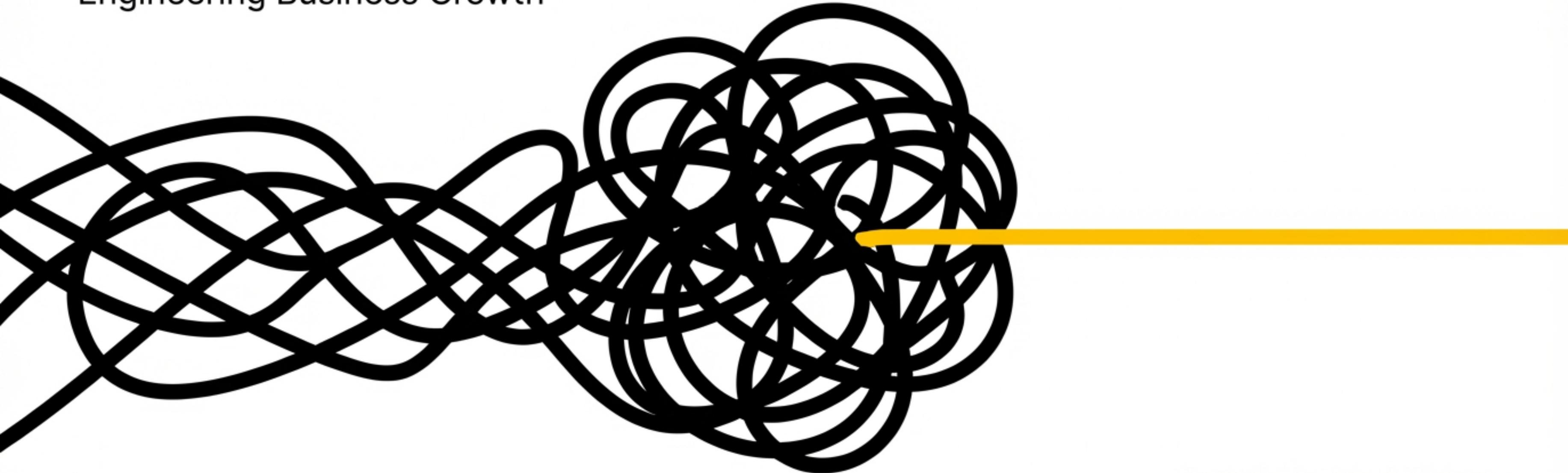


The Unscalable Becomes Scalable

Alex Hormozi's Playbook for
Engineering Business Growth



Presented by Acquisition.com

Most Businesses Know *What* to Do. So Why Are They Stuck?

01.

Inability to Delay Gratification

We are rewarded more for doing what's safe and current than for changing.

02.

The Uncertainty of 'How'

A simple word that bundles hundreds of micro-skills. Getting stuck on one of these 'hows' creates frustration and inaction.



"Entrepreneurship a lot of it is just the ability to tolerate uncertainty... it's almost like if you run a marathon you know it ends at 26 miles... for entrepreneurship it's just someone saying 'run' and like I'll tell you when to stop."

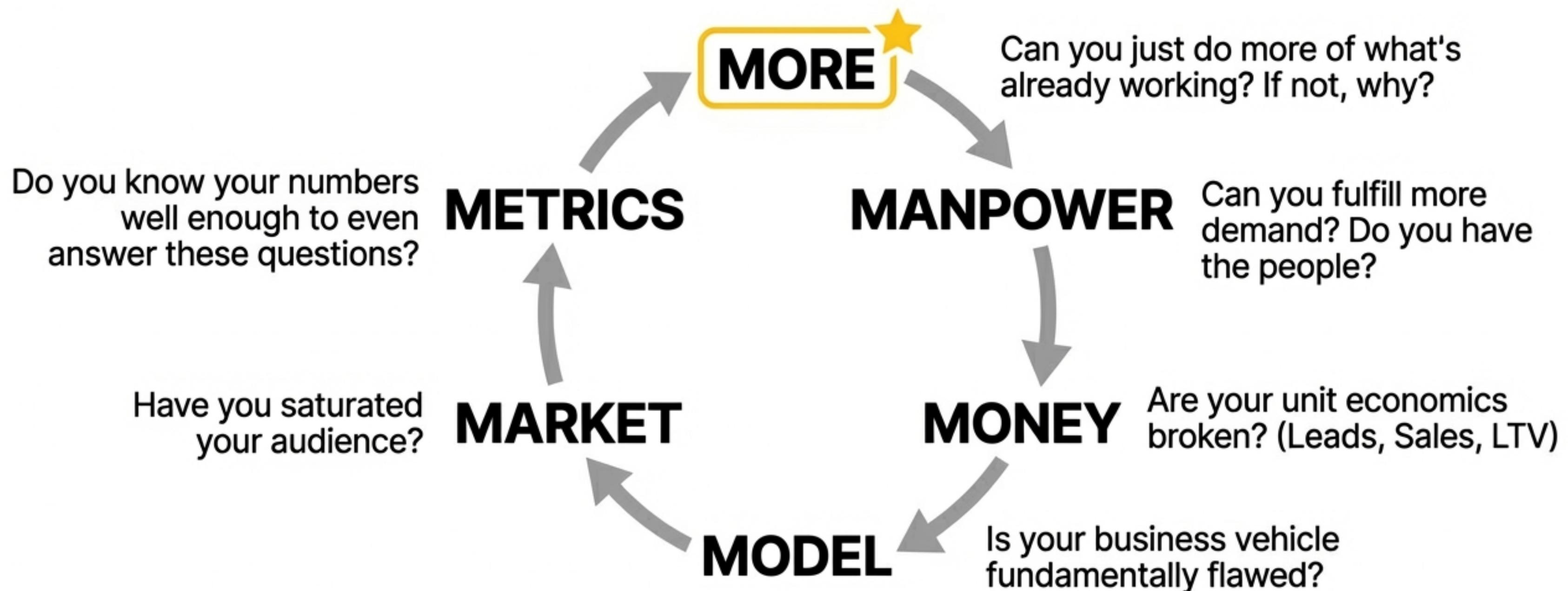
The Real Question Isn't 'What More Can We Do?' It's 'Why Can't We Do More?'

Growth doesn't come from a thousand new ideas. It comes from identifying and solving the *single bottleneck* holding you back.



Every business has just ONE constraint. Making the four-lane highway five lanes wide changes nothing. The only work that matters is widening the tunnel.

The 6 M's: A Meta-Framework for Identifying Your Constraint



Instruction: Start at 'More.' The answer to 'Why not?' leads you to your true constraint.

The First Constraint is Often the Founder



“You have enough ideas to kill your business.”

Module 1 **True Discipline is Consistency with Things You DON'T Like**

Are you the fitness expert who loves working out but never works his leads? That's not discipline.

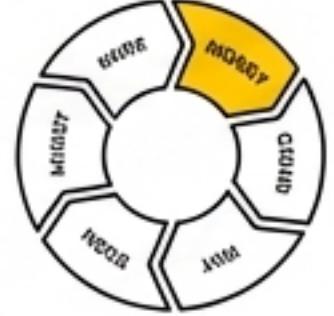
Module 2 **The Shiny Object Filter**

Create a document called “Big List of Ideas.” Flesh out every idea, then wait. Time and distance will separate genius from insanity.

Module 3 **All Businesses Have “Shit”**

The problem you're trying to escape (e.g., finding talent for a cleaning business) is the very thing you'd be paid millions to solve. Don't run from it; solve it.

Fixing the Economic Engine: Pricing, Timing, and Sales



1. Pricing: Go to the Poles.



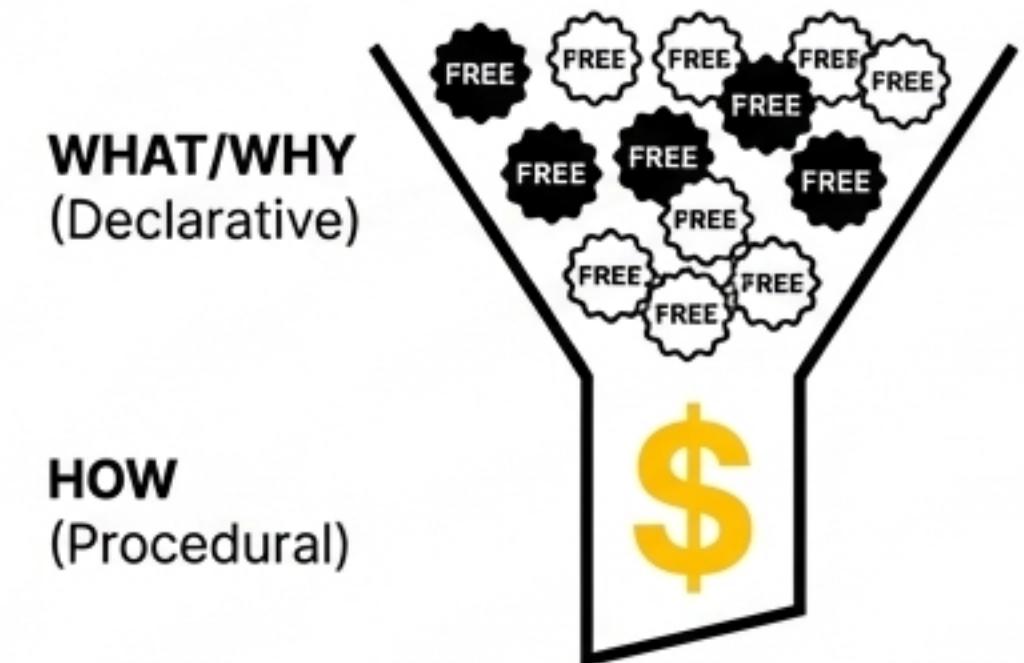
2. Timing: Sell at Maximum Deprivation.



Sell extremely expensive to a select few, or super cheap to everyone. The middle is where people die.

Agitate the pain *before* presenting the solution.

3. Content: Sell the 'How,' Not the 'What.'



Give away the *declarative knowledge* for free to build trust. Sell the *procedural knowledge*.

Influence is More Than Views. It's a History of Reinforcement.



S
Status



Do you control resources people want? (e.g., money, access)

P
Power



When people follow your advice,
do good things happen?
The Martha Stewart Effect.

C
Credibility



Is there third-party proof that you are legitimate?

L
Likeness



Do you look, sound, and think like your audience?

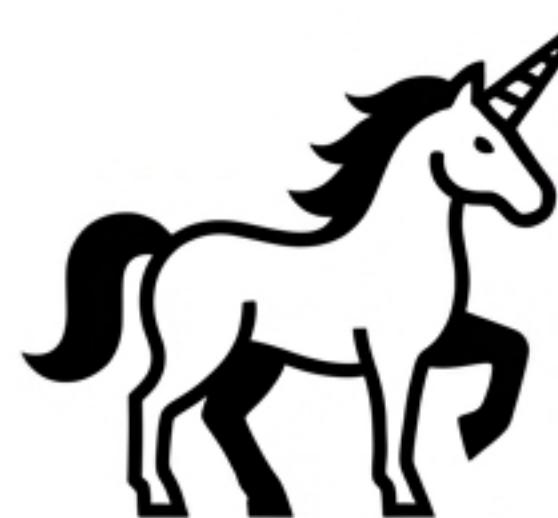
Core Idea: Brand is the action we take to build these associations, increasing the likelihood that people will comply with our requests.

You Can't Scale With Cowboys and Unicorns

The goal isn't to find perfect "unicorns" but to build a system that makes average people produce exceptional results.



How to Deconstruct a Unicorn



The Horn



The Body



The Magic

Keyman Risk: If your business requires someone as good as you to run, the model is broken.

Systemize the components.

Process Over People

"The process is above everyone." A team of '8's following a '10' process will always outperform a team with one '10' star and no process.

How to Build a World-Class Sales Team Through Volume" with tight tracking.

"You train sales people through role playing until your eyes bleed."



Hormozi's Training Stack

01



Document

Observe your best salesperson. Document every word and action. This becomes the script.

02



Memorize

Use the 'blackout method.' Reps read the script aloud, blacking out words until the page is black and they can "breathe the script."

03



Roleplay to Death

Conduct daily roleplays with instant feedback. When a mistake is made, stop, correct, and repeat. Use the verbal cue: "Great. **Lock it in.**"

Culture Isn't a Poster on the Wall. It's a System of Reinforcement.



Hormozi's Definition of Culture:

The rules, spoken and unspoken, that govern **reinforcement** in an organization.

REWARDED



IGNORED



PUNISHED



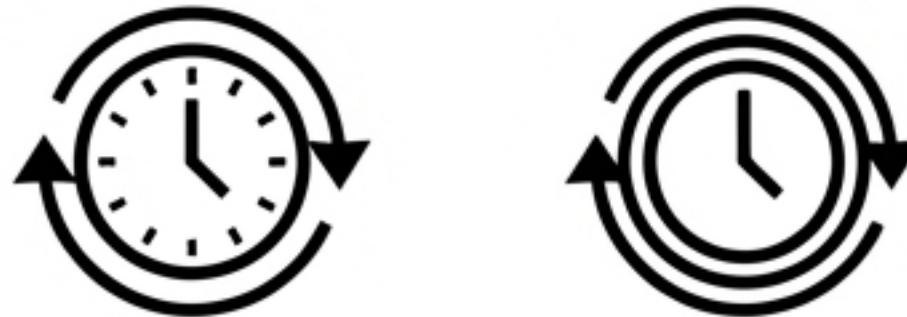
What gets rewarded? What gets ignored? What gets punished?

Actionable Framework:

Culture is a series of "if-then" rules. (e.g., 'IF you are in a meeting and not talking, THEN you are muted.')

Your values are simply "chunked up" collections of these rules. Codify the rules first, then derive the values.

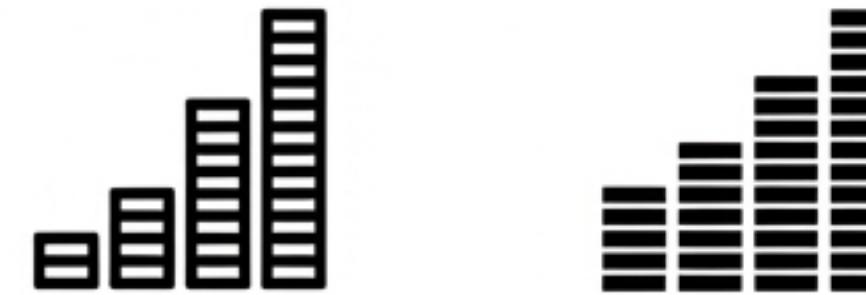
The Two Levers That Magnify Everything: Time & Volume



Time Horizon

“The person with the longest time horizon wins.”

Elon Musk wanted to build rockets since he was seven. The founder of Panda Express took **45 years** to build a \$3.7B/year business. Your goals are attainable, just maybe not on the 36-month timeline you gave yourself.

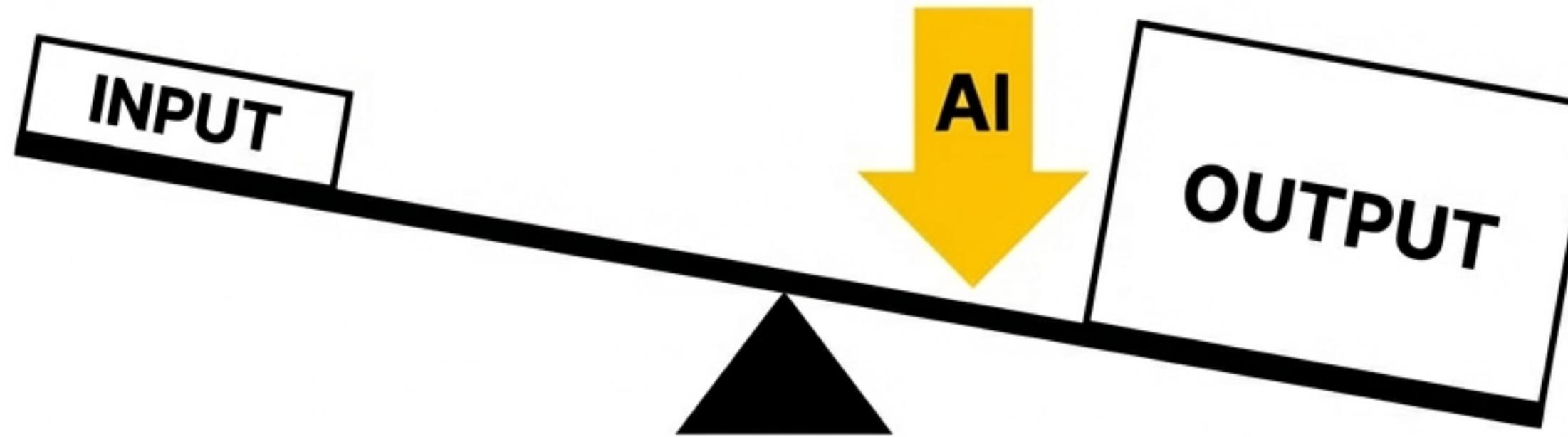


Volume & Consistency

“The amount of volume that it takes is just so much more than you’re prepared for.”

You cannot witness consistency unless you are also there, every day, to see it. It is the invisible secret of success.

AI Doesn't Change the Game, It Just Increases the Leverage



Leverage is the difference between your input and your output. **AI** is a tool that dramatically increases that output for **output** for the same input.

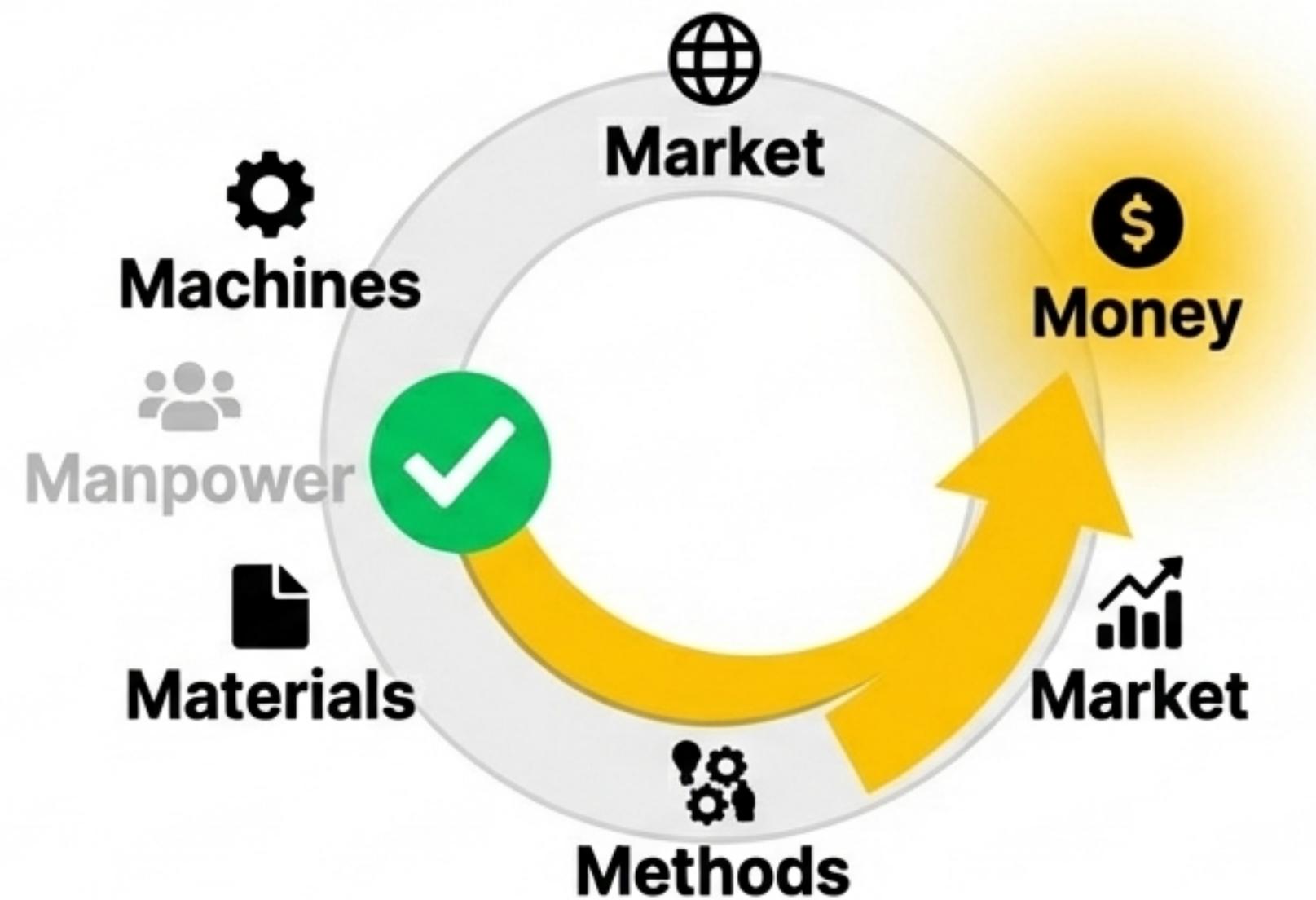
Hormozi's Position

"Since the dawn of time it has been man plus tools against man plus tools. Right now we just have man plus better tools."

The question is not "Will AI replace me?" but "Who can use these new tools most effectively?"

Constraint Solved. The Flywheel Turns. What's Next?

You never “finish.” Solving one constraint immediately reveals the next one in the system. Growth is the process of moving from one bottleneck to the next, faster and more effectively each time.



Example:

Congratulations, you solved your Manpower constraint by building a killer sales team.

Your new constraint is now **Money**—you can't afford enough leads to feed them.

The process begins again.

Death Creates Clarity

A eulogy is only 500-1000 words.
Most achievements and stresses are not included.

It focuses on two things:

1. **Service**: What causes did you serve?
2. **Character**: Who did you become in order to serve them?

Everything we do is in service of that final eulogy. This provides the ultimate filter for prioritization and what truly matters.

Acquisition.com

Alex Hormozi

Download the free \$100M Scaling Roadmap.



acquisition.com/scaling-roadmap



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Your eulogy is being written one day at a time. What are you clear on today?