

Infinity Scaling Workbook

Layer 1: PROFIT MAXIMISER

"Revenue isn't the same as profit. Scale begins with margin intelligence."

Layer Objective

Maximize profitability by focusing on: - Increasing profit margins on top-performing products - Reducing operational and production costs - Strategically raising prices where justified

The 3 Ps for Profitability

This layer maximizes margin by improving the **3 Ps for Profitability**:

The 3 Ps Triangle

The 3 Ps:

1. **The Perfect Customer**
2. **The Profitable Promise**
3. **The Path to Margin Maximisation**

The Perfect Customer

The perfect customer needs your product, knows they have the problem, can afford your solution, and—most importantly—you can reach them at scale and at a reasonable cost.

Most businesses get this wrong. But it's essential: You must focus on the customers who truly benefit from your offer, are willing and able to pay, and exist in large enough numbers that you can reach them efficiently.

Customer Avatar Analysis

Use this framework to evaluate your potential customer segments:

Current Customer Avatar	Need	Aware	Affordability	Reach	Cost	Score
Avatar 1						
Avatar 2						

Scoring Guidelines (1-5 scale):

- **Need:** How urgent/important is your solution for this customer?
- **Aware:** How aware are they of the problem you solve?
- **Affordability:** Can they comfortably afford your solution?
- **Reach:** How easily can you find and connect with them?
- **Cost:** How cost-effective is it to acquire them as customers?

Total Score: Sum all categories for a maximum score of 25 points.

The Profitable Promise

Look at your current product and think how can you reduce costs and also how can you raise the value to customer so that you can raise prices.

Current Product / Service Margin Matrix

Use this table for **each offer** you want to optimize:

Product	Gross Margin Now (Price - Cost)	Target Margin (%)

Table 1: Cost Reduction — Margin Improvement Matrix

Reduce Cost	What You Would Do	Potential Savings	Effect on Margin
Remove non-essential parts — what do customers actually care about			
Change how it is delivered (e.g. 12M instead of 1:1)			
Change the way it is put together (e.g. use cheaper material)			
Negotiate with suppliers			
Reduce staff time in selling			
Reduce staff time in delivery			
Reduce staff time in onboarding			
Reduce staff time in customer support			
Add built-in virality (marketing)			
Add built-in virality (product/service)			

Table 2: Increase Value — Margin Improvement Matrix

Increase Value	What You Would Do	Effect on Margin
Bundle more value		
Position as unique		
Price increase		
Add built-in virality (marketing)		
Add built-in virality (product/service)		

The Path to Margin Maximisation

We need to think about the customer relationship as a long-term journey—not a single transaction. Our goal is to **extend this journey as much as possible** by consistently delivering value and deepening engagement, which in turn increases **Lifetime Value (LTV)**.

Each step in the table below represents a **strategic moment** in the customer journey where **upselling or cross-selling** can feel natural and helpful—not forced. By recognizing and acting on these key touchpoints, we can drive growth in both revenue and retention.

Stage in Customer Journey	Best Upsell / Cross-Sell Timing	Why It Works / What to Offer	What Product Will I Upsell / Cross-Sell
At Point of Purchase	Just before checkout / during quote or order flow	Customer is already in buying mode → suggest upgrades, add-ons	
Immediately After Purchase (Post-Sale)	On confirmation page, "thank you" page, post-purchase email	High trust moment → offer related services, extended warranties, bundles	
Onboarding Period (First 7–30 Days)	During welcome emails, first account setup / call	Customer is engaged and open to improving their experience	
Pre-Renewal or Re-purchase Window	30–60 days before renewal or subscription end	Natural review moment → customer expects communication	
When Customer Hits Success Milestone	When they have seen a wow moment	Customer has seen value → more likely to upgrade / expand	
Triggered by Customer Behaviour	After large order, long inactivity, big engagement event	Personalised cross-sell / upsell based on behaviour signals	

Stage in Customer Journey	Best Upsell / Cross-Sell Timing	Why It Works / What to Offer	What Product Will I Upsell / Cross-Sell
During Customer Support Interactions	While resolving issue or during live chat / phone call	Opportunity to recommend helpful add-ons if trust is rebuilt during service	
In Regular Newsletters	Subtle product/service mentions in value-based content	Keeps products/services top of mind without being pushy	
During Seasonal Campaigns	Holidays, end of tax year, renewal season, weather events	Natural relevance → themed offers or time-based urgency	