

# \$100M SCALING ROADMAP

► STAGE 2: ADVERTISE ◀



A PERSONALIZED GUIDE FROM



ACQUISITION.COM

# YOU ARE HERE

## STAGE 2: ADVERTISE



1: MONETIZE				2: ADVERTISE				3: STABILIZE			
HEADCOUNT	1	HEADCOUNT	1	LEADERSHIP STRUCTURE	DOER	LEADERSHIP STRUCTURE	Freelancers	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE
YOUR ROLE	STARTER	YOUR ROLE	DOER	# OF COMPANIES HERE	\$11 Just you.	# OF COMPANIES HERE	30,000,000 (100% of companies)	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE
LEADERSHIP STRUCTURE	Startups	LEADERSHIP STRUCTURE	Freelancers	# OF COMPANIES HERE	30,000,000 (100% of companies)	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE
# OF COMPANIES HERE	30,000,000 (100% achieve this level) only 9% of people own a business	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE	CONSTRAINT	TO GRADUATE
PRODUCT	Not good enough to sell	PRODUCT	Paying customers have higher expectations, product is <i>unreliable</i> & not good enough.	Fix it good enough for now in an unscalable way.	Fit the thing they complain about most.	Marketing	Lead flow is inconsistent (STOP-START)	Live by the Rule of 100. Prioritize advertising daily.	Add long term nurture (emails &/or content)	Marketing	Marketing
MARKETING	No one knows you have Paid stuff for sale.	MARKETING	Lead flow is inconsistent (STOP-START)	Live by the Rule of 100. Prioritize advertising daily.	Add long term nurture (emails &/or content)	SALES	Sales conversions are inconsistent	Nail down a script for setting and closing - CLOSER & ACA.	Decide on basic qualifications.	SALES	Sales
SALES	You still don't know how to sell	SALES	Sales conversions are inconsistent	Learn to deal with disappointed customers (Angry boat). Get testimonials from happy customers. (Epiphany script)	Outsource setting & calendaring.	CUSTOMER SERVICE	Paid customers have higher standards & complain more.	Learn to onboard customers properly.	Learn to onboard customers properly.	CUSTOMER SERVICE	Customer Service
CUSTOMER SERVICE	Free customers don't like it or use it.	CUSTOMER SERVICE	Paid customers have higher standards & complain more.	Learn to onboard customers properly.	Learn to onboard customers properly.	INFORMATION TECH (IT)	You have no money to afford tech.	Use free tech (google suite) and get free trials/credits for starter softwares. Website/hosting. Starter CRM/POS.	Figure out what you want.	INFORMATION TECH (IT)	Information Tech
INFORMATION TECH (IT)	You have no basic software/tools or social media.	INFORMATION TECH (IT)	You have no money to afford tech.	Use free tech (google suite) and get free trials/credits for starter softwares. Website/hosting. Starter CRM/POS.	Figure out what you want.	RECRUITING	Too much work for part timers.	Convert part timers to FTEs, make public posts, or run ads on job boards to get full timers.	Get a payroll provider so all taxes and fees by state are handled.	RECRUITING	Recruiting
RECRUITING	You don't know how to do something or have the time to do it.	RECRUITING	Too much work for part timers.	Convert part timers to FTEs, make public posts, or run ads on job boards to get full timers.	Get a payroll provider so all taxes and fees by state are handled.	HUMAN RESOURCES (HR)	You have ITTs but structured like contractors.	Setup W-2 and 1099s.	Setup Payroll processing, basic bookkeeping, managing invoices and payments.	HUMAN RESOURCES (HR)	Human Resources
HUMAN RESOURCES (HR)	You pay money to freelancers to get work done and don't get what you want.	HUMAN RESOURCES (HR)	You have ITTs but structured like contractors.	Setup W-2 and 1099s.	Get help.	FINANCE	You don't keep track of money or have a way to pay taxes.	Spin up quickbooks equivalent. Save for taxes. Check your bank account daily.	Check for one person to do.	FINANCE	Finance
FINANCE	You have no way to collect money.	FINANCE	You don't keep track of money or have a way to pay taxes.	Spin up quickbooks equivalent. Save for taxes. Check your bank account daily.	Get help.	Bottom line	New customers are inconsistent.	Let more people know about your stuff.	Get help.	Bottom line	Bottom line

## 0. IMPROVISE

## 1. MONETIZE

## 2. ADVERTISE

## 3. STABILIZE

## 4. PRIORITIZE

## 5. PRODUCTIZE

## 6. OPTIMIZE

## 7. CATEGORIZE

## 8. SPECIALIZE

## 9. CAPITALIZE

# STAGE 2: ADVERTISE

HEADCOUNT	1	
YOUR ROLE	DOER	
LEADERSHIP STRUCTURE	Freelancers	
# OF COMPANIES HERE	30,000,000 (100% of companies)	
CONSTRAINT		TO GRADUATE
PRODUCT	Paying customers have higher expectations, product is <u>unreliable</u> & not good enough.	Fix it good enough for now in an unscalable way.
MARKETING	Lead flow is inconsistent (STOP:START)	Live by the Rule of 100. Prioritize advertising daily.
SALES	Sales conversions are inconsistent	Nail down a script for setting and closing - CLOSER & ACA.
CUSTOMER SERVICE	Paid customers have higher standards & complain more.	Learn to deal with disappointed customers (Angry boat). Get testimonials from happy customers. (Epiphany script)
INFORMATION TECH (IT)	You have no money to afford tech.	Use free tech (google suite) and get free trials/credits for starter softwares. Website/hosting. Starter CRM/POS.
RECRUITING	Too much work for part timers.	Convert part timers to FTers, make public posts, or run ads on job boards to get full timers.
HUMAN RESOURCES (HR)	You have FTEs but structured like contractors.	Setup W-2 and 1099s.
FINANCE	You don't keep track of money or have a way to pay taxes.	Spin up quickbooks equivalent. Save for taxes. Check your bank account daily.
<b>Bottom line</b>	New customers are inconsistent.	Let more people know about your stuff.

# WATCH THIS FIRST

**"START HERE"**



THIS VIDEO EXPLAINS THE ENTIRE  
\$100M SCALING ROADMAP. **THIS INCLUDES:**



The methodology



The differences  
between stages



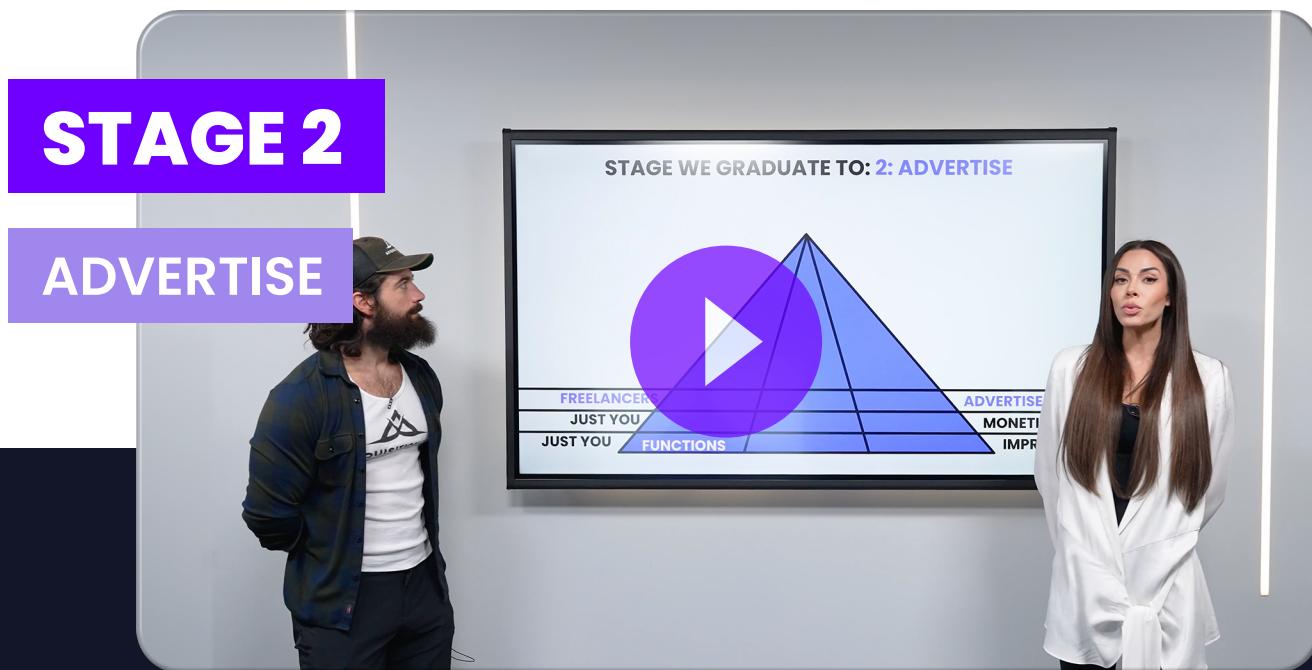
Repeat themes  
to be aware of



How to get the most  
out of your business

GOT IT? LET'S START SCALING ►►►

# YOUR STAGE



THIS VIDEO PROVIDES AN  
IN-DEPTH LOOK AT THE CONSTRAINTS  
& SOLUTIONS AT **STAGE 2**



## YOUR ROLE

DOER



## HEADCOUNT

1



## BOTTOM LINE

New customers  
are inconsistent



## GRADUATE BY

Let more people know  
about your stuff

# WHEN YOU HIT “STAGE 2: ADVERTISE”

Welcome to Stage 2: The “Advertise” stage! You’ve made your first sales, and now it’s time to tell more people about your business. Think of this like moving from having a food stand that only your friends know about to actually advertising to get new customers who’ve never heard of you.

## THE BIG PICTURE:

In this stage, you’re what we call a “doer” – someone who’s actively running their business and starting to use freelancers for help. You’re still the main person, but now you’re beginning to get part-time help. They give you some time back and help you with tasks you don’t have the skills (or desire) to do. All businesses that survive reach this stage, so you’re in good company.

**Your Main Challenge: Product**

**Marketing Challenges**

**Sales Challenges**

**Customer Service**

**Technology Needs**

**Getting Help**

**Managing People**

**Money Management**

**Daily Life at Stage 2**

**Common Feelings at This Stage**





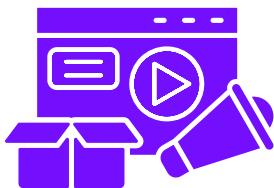
## Your Main Challenge: Product

Your paying customers are much pickier than your free ones were! They have higher expectations, and your product might not be reliable enough yet. Maybe your food service is sometimes great but sometimes inconsistent, or your computer repair work takes different amounts of time for similar problems.

The key here is to fix things in an “unscalable way.” This means doing whatever it takes to make customers happy, even if it’s not efficient. You might need to:

- Work longer hours to get things perfect
- Double-check everything
- Provide extra service at no charge
- Fix problems immediately when they come up

Think: driving to the convenience store to drop off ice cream to a customer’s house at 2AM. The point is to be valuable, not scalable yet.



## Marketing Challenges

Your biggest problem now is that your customer flow is inconsistent – sometimes you’re too busy, sometimes too quiet. It’s like having a restaurant that’s packed on weekends but empty on weekdays.

You need to:

- Follow the “Rule of 100” (spend 100 minutes daily on marketing)
- Make marketing a daily priority, not just when you’re slow. (Get ahead)
- Keep track of what brings in customers (actions & results).
- Test different ways of reaching people. Stick with the one that works best for you. Don’t try and diversify in the beginning. Double down on what works.



## Sales Challenges

Sales are up and down, and you need to fix that. It’s time to:

- Create a consistent sales script
- Learn the “CLOSER” method for converting leads
- Practice your pitch until it’s natural
- Track what works and what doesn’t



## Customer Service

Paying customers complain more and have higher standards. You need to:

- Learn to handle upset customers (using the “Angry Boat” method)
- Get testimonials from happy customers using the “Epiphany Script”
- Turn complaints into improvements
- Make every customer feel special



## Technology Needs

Money is tight, but you need basic tools. Focus on:

- Using free trials and credits
- Getting basic website/hosting
- Setting up a simple CRM (customer management system)
- Using free Google tools



## Getting Help

Your part-timers aren’t enough anymore. You need to:

- Start converting part-timers to full-time employees
- Post job ads
- Look for people who want steady work
- Be clear about expectations



## Managing People

Now that you have help, you need to:

- Set up proper employment paperwork (W2s and 1099s)
- Create basic training
- Establish work schedules
- Make responsibilities clear



## Money Management

Things are getting more complex with money. You need to:

- Set up QuickBooks or similar accounting software
- Save money for taxes
- Check your bank account daily
- Keep track of all expenses
- Start planning for bigger expenses



## Your Daily Life at Stage 2

Your typical day might include:

- Serving existing customers
- Marketing for new customers
- Managing part-time help
- Handling money
- Fixing problems
- Improving your product/service
- Talking to potential customers



## Common Feelings at This Stage

- Overwhelmed by all the moving parts
- Excited about growth
- Worried about consistency
- Proud of becoming a “real” business
- Stressed about managing others
- Concerned about money flow

## SIGNS YOU'RE DOING IT WELL

Customers are coming back

New customers are finding you

Your help is reliable

Money is steady (even if not huge)

Systems are starting to work

Problems get fixed quickly

## WARNING SIGNS TO WATCH FOR

Inconsistent quality

Customer complaints increasing

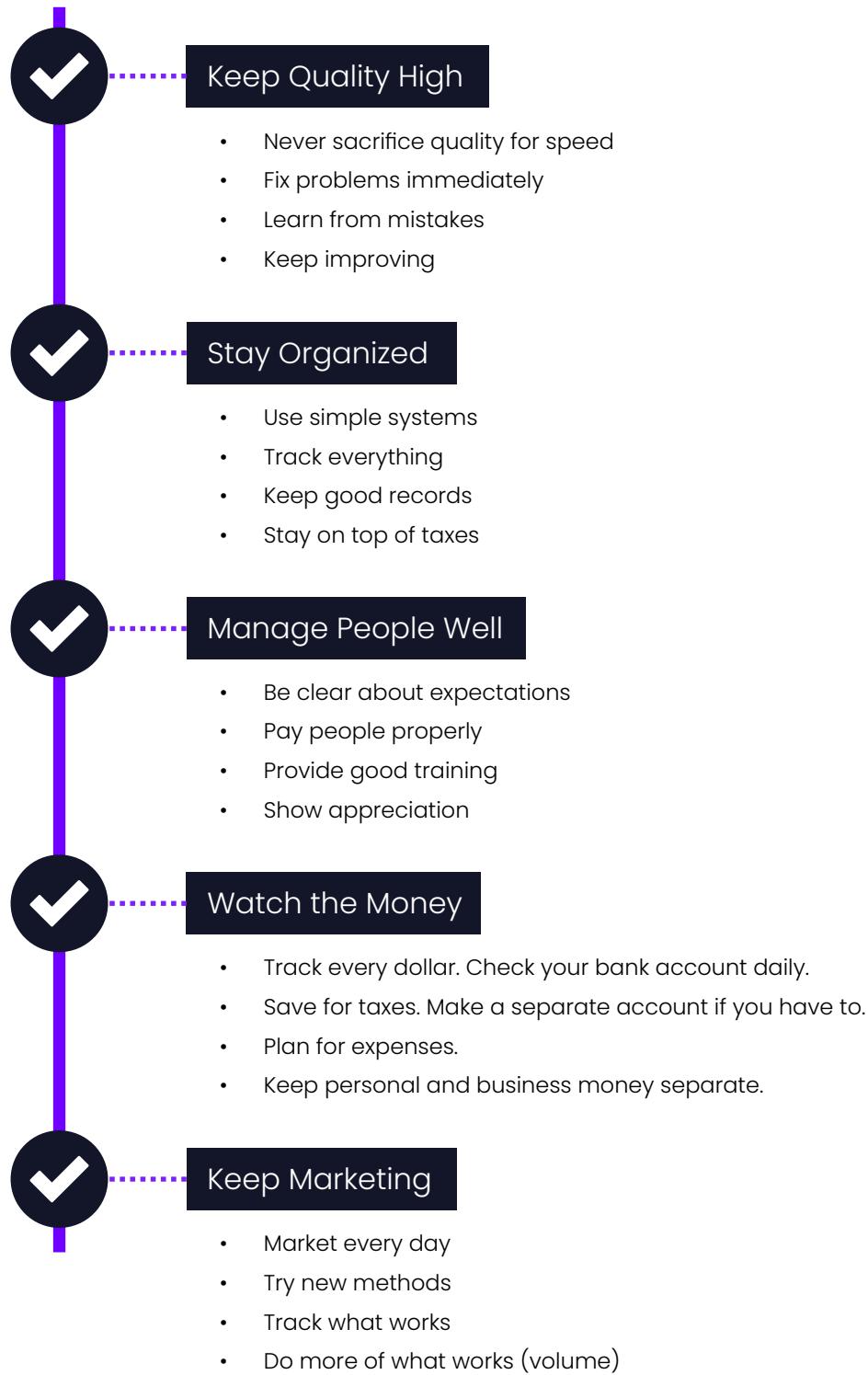
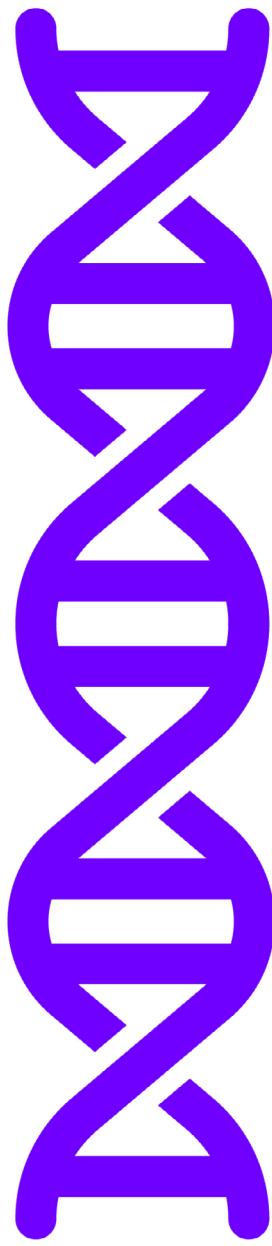
Money problems

Helper turnover

Feeling constantly behind

Too many emergencies

# THE KEYS TO SUCCESS:



# GRADUATING FROM STAGE 2

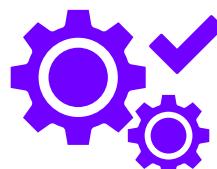
YOU'RE READY FOR STAGE 3 WHEN:



QUALITY IS CONSISTENT



NEW CUSTOMERS COME REGULARLY



SYSTEMS ARE WORKING



MONEY IS ORGANIZED



HELP IS RELIABLE



MARKETING IS STEADY

## REMEMBER

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This stage is about creating stability and systems. You're moving from "figuring it out" to "doing it right." It might feel slower than you want, but building these foundations is crucial.

## THE BIG PICTURE GOAL:

Your main goal in Stage 2 is to get more people to know about your business in a consistent way. You're not just serving customers anymore – you're building a real business that can grow.

# FINAL THOUGHTS

Stage 2 is where many businesses start to feel “real.” You’re not just selling something – you’re running a proper business. Take your time, build good habits, and focus on consistency. Every successful business went through this stage, so you’re on the right path!

This stage can feel like a juggling act, but it’s where you learn to be a true business owner. Stay focused on quality, keep marketing daily, and build systems that will support your growth. The more solid your foundation here, the easier your next stages will be.

# THE FASTEST WAY TO START AN ONLINE BUSINESS

Rank	User	Group	Last 24h	New MRR
1	Jamie Sea	SCI: She Creates Wealth	+\$1,586	\$37,082
2	School of Har...	School of Mentors	+\$1,740	\$31,500
3	Bill Von Fumetti	KR: Keyboard Rich	+\$7,857	\$30,943
4	Stephen G. Po...	No-Code Architects	+\$1,440	\$28,840
5	Timothy Schu...	6A: Producer Academy	+\$997	\$26,919
6	Matteo Parozzi	The Mastermind School	+\$1,994	\$24,519
7	Samuel Millsap	limitless coaching	+\$3,600	\$21,850
8	Elmer Locker Jr	Simulation world	+\$611	\$19,834
9	Nate Trillo	Trading Academy	+\$247	\$18,725
10	Joshua Stell	The Credit Club	+\$5,654	\$17,895

Would you like the fastest way to start an online business? Meet Skool. Skool is an online platform for building a group about whatever you want. Right now 1 out of 2 people who start a paid community on Skool make money. You can get started for free today.

[Start For Free](#)

**skool.com/GAMES**

# THIS IS THE STAGE YOU JUST GRADUATED FROM...

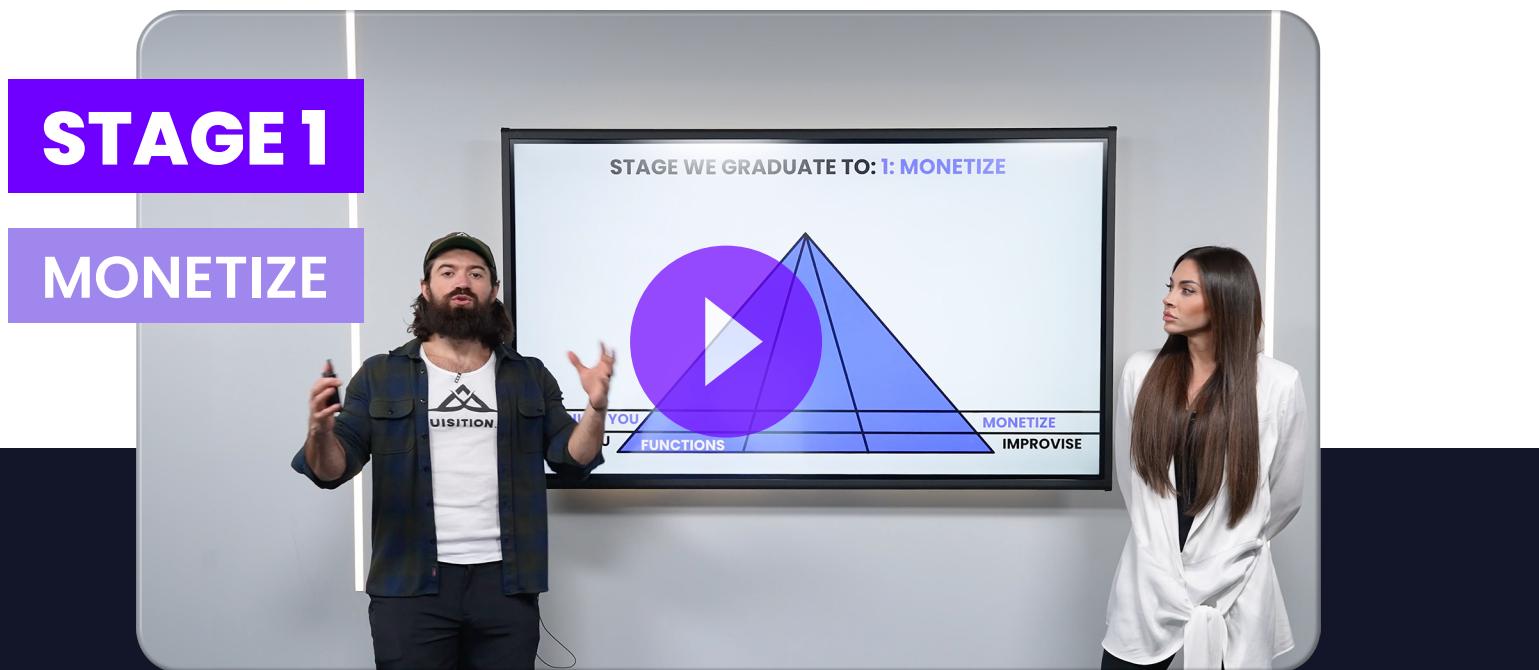


## STAGE 1: MONETIZE

# STAGE 1: MONETIZE

HEADCOUNT	1	
YOUR ROLE	STARTER	
LEADERSHIP STRUCTURE	<i>Still</i> Just you.	
# OF COMPANIES HERE	30,000,000 (100% achieve this level) <i>only 9%</i> of people own a business.	
CONSTRAINT		TO GRADUATE
PRODUCT	Not good enough to sell	Fix it until it's good enough to sell. Make V1 product.
MARKETING	No one knows you have PAID stuff for sale.	Tell people you have paid stuff. Sign up for free ad spend credits.
SALES	You <i>still</i> don't know how to sell	Use good results from free people to sell paid people. Offer to solve their problems for money.
CUSTOMER SERVICE	Free customers don't like it or use it.	Figure out all hidden costs (why they don't like it/use it) by talking to them.
INFORMATION TECH (IT)	You have no basic software/tools or social media.	Figure out the (free) software you need by joining free groups and reading online forums.
RECRUITING	You don't know how to do something or have the time to do it.	Reach out to people you know to help you OR use freelancer platforms to get help.
HUMAN RESOURCES (HR)	You pay money to freelancers to get work done and don't get what you want.	Create basic vendor agreements & expectations
FINANCE	You have no way to collect money.	Set up a payment processor. Run a payment. Get a deposit.
<b>Bottom line</b>	Your business makes no money.	Make your first sale.

# YOUR STAGE



THIS VIDEO PROVIDES AN  
IN-DEPTH LOOK AT THE CONSTRAINTS  
& SOLUTIONS AT **STAGE 1**



## YOUR ROLE

Starter



## HEADCOUNT

1



## BOTTOM LINE

Your business  
makes no money



## GRADUATE BY

Make your  
first sale

# WHEN YOU HIT “STAGE 1: MONETIZE”

Welcome to Stage 1: The “Monetize” stage! You’ve graduated from giving stuff away for free, and now it’s time to start making actual money. Think of this like moving from cooking free meals for friends to opening a small food stand where people actually pay for your food.

## THE BIG PICTURE:

At this stage, you’re still just one person, but now you’re what we call a “starter” – someone who’s starting to turn their idea into a real business. About 30 million people reach this stage, but only 9% of people in the United States actually own a business. It’s like being in the kitchen by yourself, learning to cook and serve customers at the same time.

Your Main Challenge: Product

Marketing Challenges

Sales Challenges

Customer Service

Technology Needs

Getting Help

Managing Money

Protecting Yourself

The Human Side

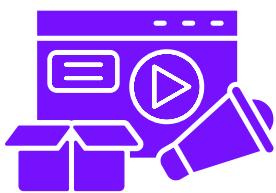




## Your Main Challenge: Product

Your biggest problem right now is that your product or service isn't quite good enough for people to pay for yet. Maybe your food tastes good, but the portions are messy, or maybe your computer repair service works but takes too long. You need to fix these issues until people think, "Yes, this is worth paying for!"

The key is to make what we call a "Version 1" or "V1" product. This doesn't mean it has to be perfect – it just needs to be good enough that people will pay for it. Think of it like making a sandwich that's good enough to sell at a food truck, even if it's not fancy restaurant quality yet.



## Marketing Challenges

Now comes a tricky part – telling people you're charging money for something that used to be free. It's like telling your friends who used to get free sandwiches that now they need to pay. You need to:

- Let people know you're selling something
- Explain why it's worth paying for
- Sign up for free advertising credits on platforms like Google or Facebook
- Show how your paid version is better than the free one was



## Sales Challenges

You probably don't know much about selling yet, and that's okay! The best approach is to:

- Use results from your free customers as proof ("Look how much this helped them!")
- Talk to people about their problems and show how you can solve them
- Start with people who already liked your free stuff
- Be honest about what you're offering and what it costs



## Customer Service

Your free customers helped you learn, but paying customers are different. They:

- Have higher expectations
- Are more likely to complain
- Need more attention
- Want better results

Your job is to figure out why people might not like or use your product. Maybe your computer repair service takes too long, or maybe your sandwich packaging leaks. You need to find these “hidden costs” – things that make customers unhappy even if they don’t tell you directly.



## Technology Needs

You probably can't afford fancy software yet, but you can:

- Join free online groups to learn what tools others use
- Read forums about your industry
- Use free trials of basic software
- Start with free tools like Google's business tools



## Getting Help

You're going to realize you can't do everything yourself. When this happens:

- Reach out to people you know who might help
- Use websites like Upwork or Fiverr to find freelancers
- Start small with part-time help
- Be clear about what you need done



## Managing Money

This is crucial—you need to:

- Set up a way to collect payments (like Square or PayPal)
- Actually run a real payment through your system
- Get your first paying customer's money into your bank account
- Keep track of who has paid and who hasn't



## Protecting Yourself

When money starts flowing, you need to:

- Create basic agreements with anyone helping you
- Set clear expectations with freelancers
- Get everything in writing
- Make sure you understand what you're agreeing to



### The Human Side

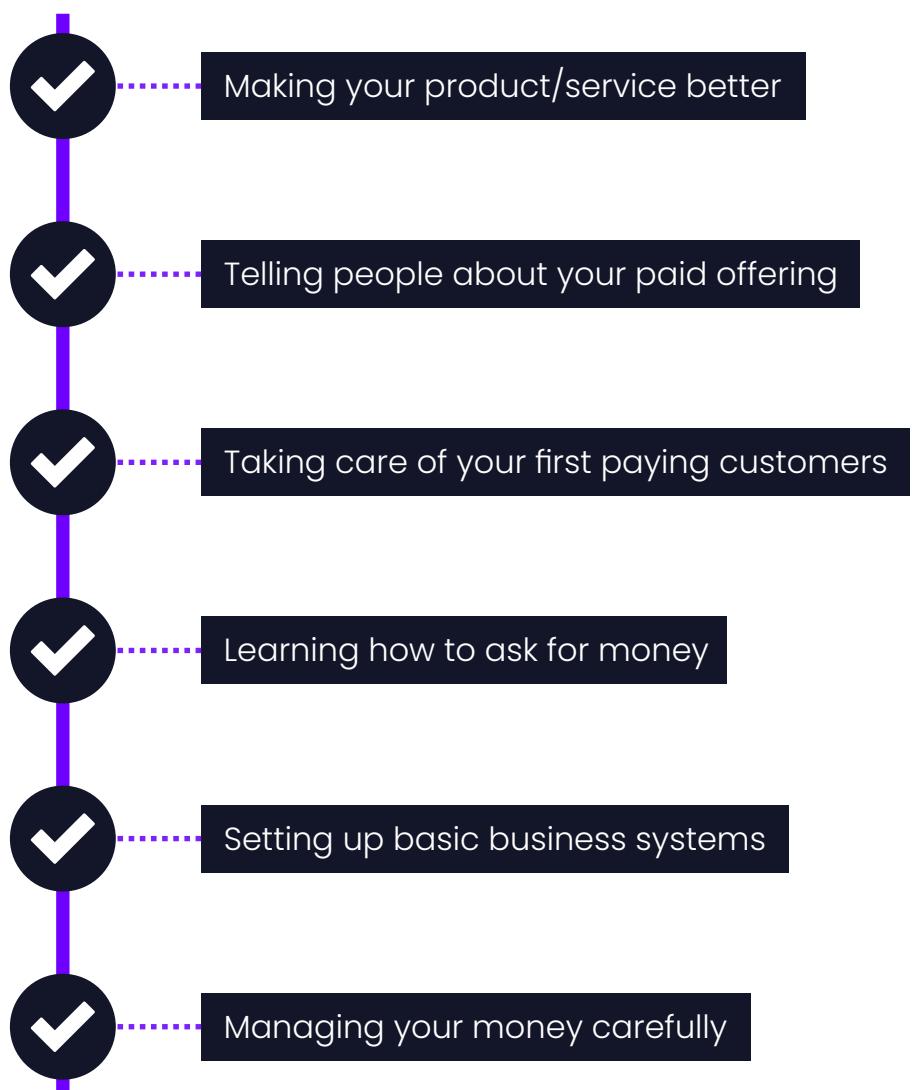
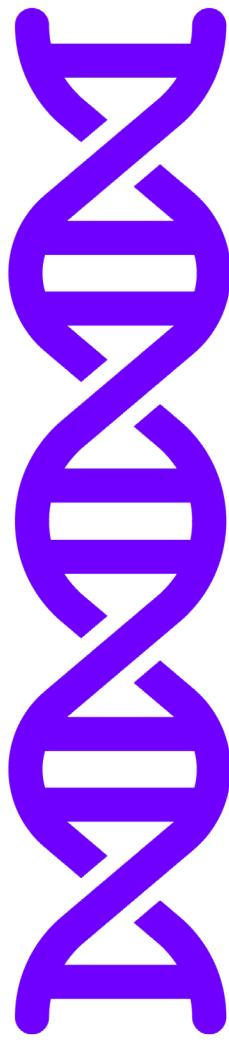
During this stage, you'll feel:

- Nervous about charging money
- Worried about whether people will pay
- Excited when you get your first sale
- Overwhelmed by all the new things to learn
- Proud when someone says yes to paying

# WHAT SUCCESS LOOKS LIKE AT STAGE 1



# YOUR DAILY FOCUS SHOULD BE:



# THE SECRET TO SUCCESS



## SIGNS YOU'RE DOING IT RIGHT

People are actually paying you money

Customers are engaged

You're learning from mistakes

Your systems are simple but working

You're keeping track of money

You're starting to understand what customers want



## SIGNS YOU NEED MORE WORK

People won't pay your prices

Customers are unhappy

You're losing track of payments

Things feel chaotic

You're still doing everything for free

## THE BIG GOAL:

Your main goal in Stage 1 is simple but crucial: make your first sale. Not just one sale, but consistent first sales to different customers. This proves that people will actually pay for what you're offering.

# GRADUATING FROM STAGE 1

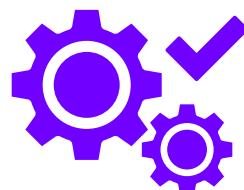
YOU'LL KNOW YOU'RE READY TO MOVE TO STAGE 2 WHEN:



YOU'RE CONSISTENTLY MAKING SALES



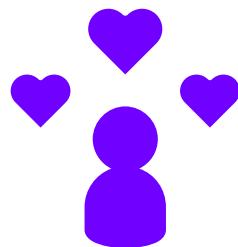
PEOPLE ARE WILLING TO PAY YOUR PRICES



YOU HAVE BASIC SYSTEMS IN PLACE



YOU'RE KEEPING TRACK OF MONEY



YOU UNDERSTAND WHAT CUSTOMERS WANT



YOU'RE READY TO START ADVERTISING

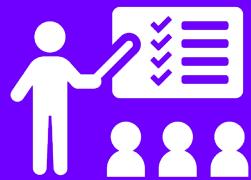
## REMEMBER

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Stage 1 is all about that crucial shift from free to paid. It's about proving that you can create something people will actually pay for. Don't rush it—this foundation is crucial for everything that comes next in your business journey.

This stage can feel scary and uncomfortable, but it's where real businesses are born. Take it one step at a time, celebrate each sale, and learn from every mistake. You're not just selling something now - you're becoming a real business owner.

# THIS IS WHAT'S COMING NEXT...

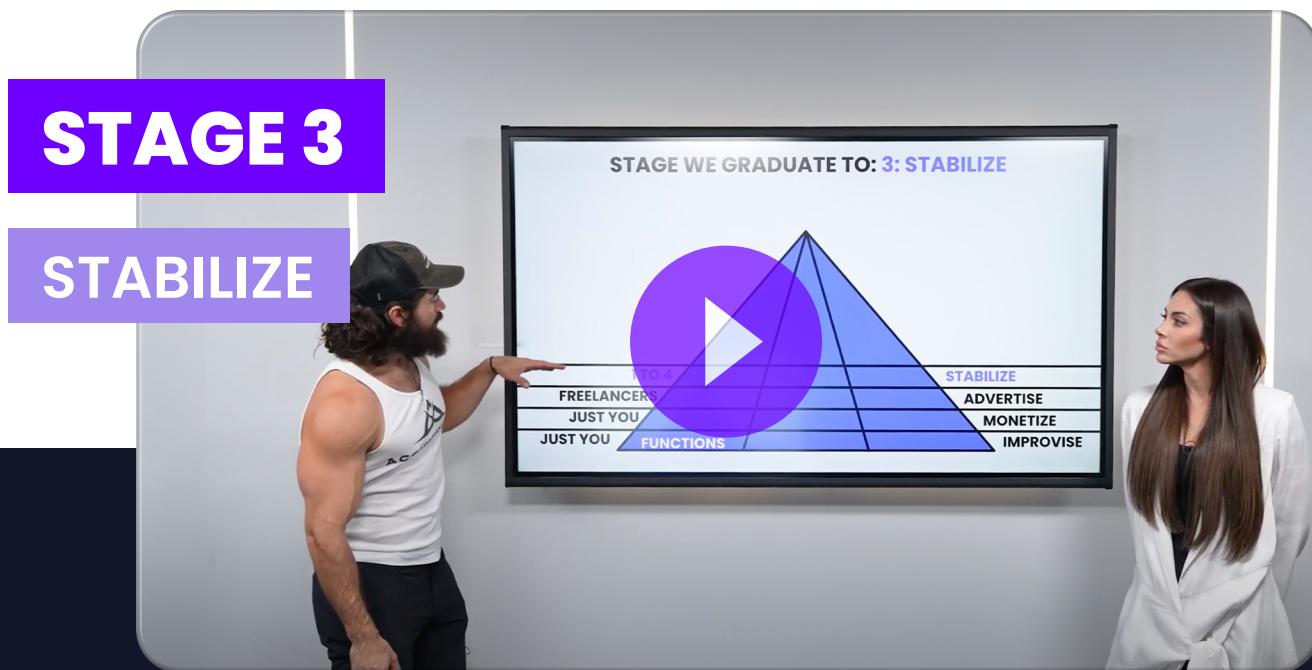


## STAGE 3: STABILIZE

# STAGE 3: STABILIZE

HEADCOUNT	1 to 4	
YOUR ROLE	TRAINER	
LEADERSHIP STRUCTURE	First full-time hires	
# OF COMPANIES HERE	7,140,000 (24% of companies)	
CONSTRAINT		
PRODUCT	No time to fix everything that's wrong.	Fix the thing they complain about most.
MARKETING	Leads aren't buying fast enough (colder)	Add long term nurture (emails &/or content)
SALES	Wasting time with bad leads. You don't have enough time to talk to good leads.	Decide on basic qualifications. Outsource setting & calendaring.
CUSTOMER SERVICE	New customers feel lost.	Learn to onboard customers properly.
INFORMATION TECH (IT)	You have a bunch of different tools that you don't use.	Figure out the useful ones. Extend free trial thru credits/discounts. Cut the rest. Basic sales pipeline.
RECRUITING	Not getting quality applicants.	Learn how to write a job description & review resumes.
HUMAN RESOURCES (HR)	You're not withholding employee taxes and fees.	Get a payroll provider so all taxes and fees by state are handled.
FINANCE	People getting paid informally.	Setup: Payroll processing, basic bookkeeping, managing invoices and payments.
<b>Bottom line</b>	There's too much for one person to do.	Get help.

# YOUR STAGE



THIS VIDEO PROVIDES AN  
IN-DEPTH LOOK AT THE CONSTRAINTS  
& SOLUTIONS AT **STAGE 3**



## YOUR ROLE

TRAINER



## HEADCOUNT

1 to 4



## BOTTOM LINE

There's too much for  
one person to do



## GRADUATE BY

Get help

# WHEN YOU HIT “STAGE 3: STABILIZE”

You've made it! You have your first 1-4 full-time employees. About 24% of businesses (around 7 million companies) reach this level. This is when you go from doing everything yourself to having real employees. Your role changes from “doer” to “trainer” because now you have to teach others how to help run the business.

## THE BIG CHALLENGE: TOO MUCH WORK, NOT ENOUGH TIME

The main problem at Stage 3 is simple – there's way too much work for one person to handle. That's why it's called the “Stabilize” stage. Everything feels a bit chaotic and you need to make things more stable. Let's look at what's happening in each part of the business:

Products and Customers

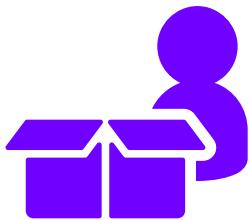
Sales and Service

Tech and Tools

People and HR

Money Matters





## Products & Customers

- Your biggest headache is that you can't fix everything customers complain about
- You have to pick the ONE thing that bothers customers the most and fix just that
- Your leads (potential customers) aren't buying as quickly because they don't know you as well
- You need to start sending emails and creating content to build trust over time



## Sales and Service

- You're wasting time talking to people who aren't serious about buying
- You need to make a list of what makes someone a "good" potential customer
- New customers often feel lost when they start using your product/service
- You need to create a proper way to welcome and guide new customers



## Tech and Tools

- You probably bought too many different software tools thinking you'd use them all
- Now you need to figure out which ones you actually need and cancel the rest
- You should try to extend free trials or get discounts on the tools you keep
- You need a basic system to track your sales pipeline



## People and HR

- It's hard to find good people to hire
- You need to learn how to write good job descriptions and review resumes properly
- You're probably not handling employee taxes correctly
- You need to get a payroll service to handle taxes and fees properly

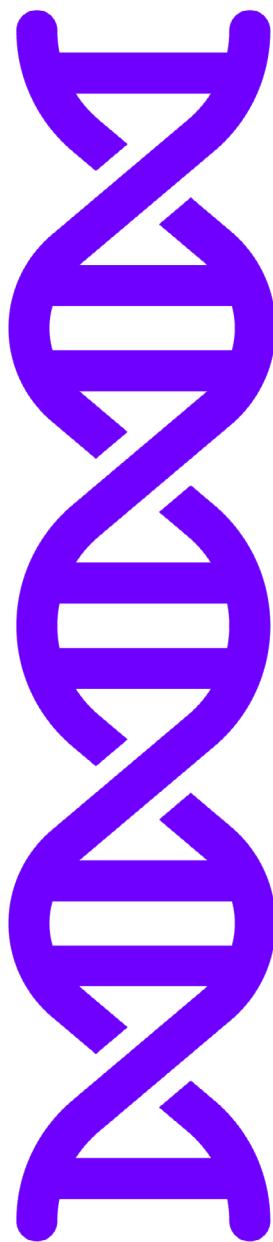


## Customer Service

- People are getting paid informally (which isn't good)
- You need to set up proper payroll processing
- You need basic bookkeeping to track money coming in and going out
- You need to manage invoices and payments properly

# WHAT SUCCESS LOOKS LIKE AT STAGE 3

Your job is to move from doing everything yourself to having a small team that can help run the business. Here's what you need to do to graduate from Stage 3:



-  **Fix Your Biggest Problem First**
  - Don't try to fix everything at once
  - Find the #1 thing customers complain about
  - Fix that one thing really well
  - Then move on to the next biggest problem
-  **Get Your Money In Order**
  - Set up proper payroll for employees
  - Start using basic accounting software
  - Make sure you're tracking all money coming in and going out
  - Have a system for managing bills and getting paid
-  **Help Your Team Help You**
  - Write down how you do important tasks
  - Train your team members properly
  - Give them the tools they need to do their jobs
  - Check their work to make sure it's done right
-  **Make Your Customers Happy**
  - Create a proper way to welcome new customers
  - Make sure they know how to use your product/service
  - Help them get results quickly
  - Keep in touch with them regularly

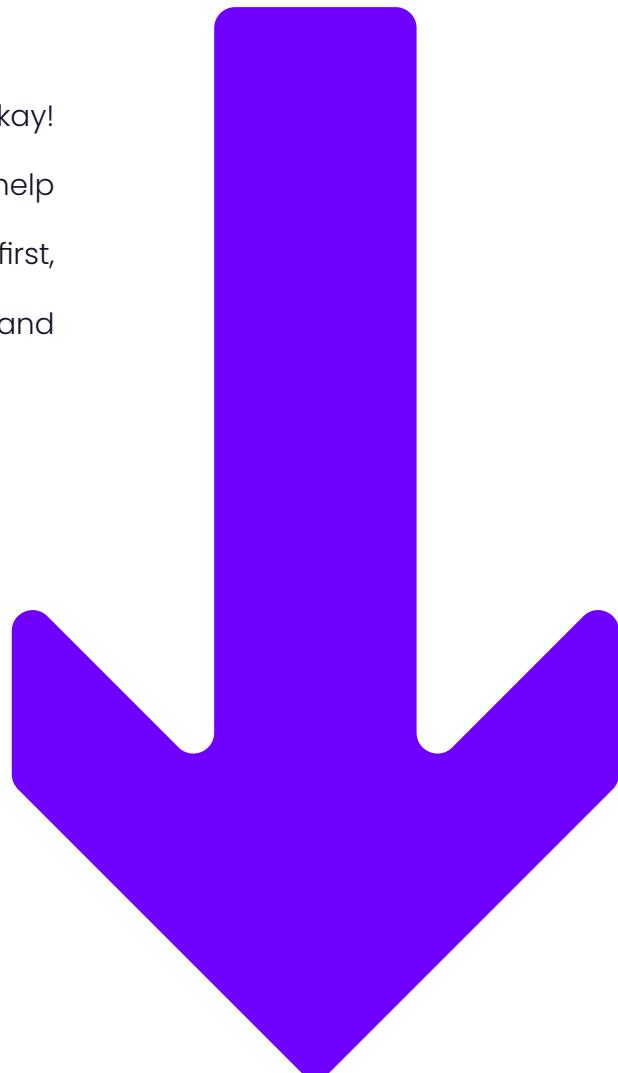
# THE BOTTOM LINE

## STAGE 3 IS ALL ABOUT GOING FROM CHAOS TO STABILITY.

You can't do everything yourself anymore, and that's okay!

Your job is to build a small team and teach them how to help run the business. Focus on fixing the biggest problems first, setting up proper systems for money and employees, and making sure customers get good results.

If you can get through this stage, you'll have a real business with real employees, not just a one-person show. It's hard work, but about 7 million other businesses have done it.



## YOU CAN TOO!

## REMEMBER

Don't try to fix everything at once. Pick the biggest problem, fix it well, then move on to the next one. That's how you stabilize a growing business.

# THE FASTEST WAY TO START AN ONLINE BUSINESS

Rank	User	Group	Last 24h	New MRR
1	Jamie Sea	SCI: She Creates Wealth	+\$1,586	\$37,082
2	School of Har...	School of Mentors	+\$1,740	\$31,500
3	Bill Von Fumetti	KR: Keyboard Rich	+\$7,857	\$30,943
4	Stephen G. Po...	No-Code Architects	+\$1,440	\$28,840
5	Timothy Schu...	6A: Producer Academy	+\$997	\$26,919
6	Matteo Parozzi	The Mastermind School	+\$1,994	\$24,519
7	Samuel Millsap	limitless coaching	+\$3,600	\$21,850
8	Elmer Locker Jr	Simulation world	+\$611	\$19,834
9	Nate Trillo	Trading Academy	+\$247	\$18,725
10	Joshua Stell	The Credit Club	+\$5,654	\$17,895

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