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BIZGROWTH ACADEMY

Breaking the
Peaks & Valleys Cycle

A 7-Step Playbook for Building Stable, Predictable Revenue

Built for Business Owners Who Are Tired of the Revenue Rollercoaster

⏱ Total Time: **6-8 Weeks** (at your own pace)

Categories: **Financials** • **Business Strategy** • **Operations**

👋 Welcome: You're Not Alone in This

If you're reading this, chances are you've lived this story:

A big customer calls. You land the deal. Revenue jumps. You're pumped. You hire someone new. You invest in equipment or software. You feel like you've finally "made it."

Then... the customer project ends. Or they go quiet. Or a competitor swoops in.

Suddenly, cash is tight. You're stressed about payroll. You second-guess every expense. Your team feels the tension.

A few months later, another opportunity appears. Revenue rebounds. You're back in "feast mode."

And the cycle repeats.

> 💡 **BizInsight: What is the Peaks & Valleys Cycle?**
> Also called the "feast-or-famine cycle," this is when your business swings between great months (peaks/feast) and tough months (valleys/famine).
>
> It's like a rollercoaster: exciting at first, but exhausting and scary after a while.
>
> The problem isn't that business has ups and downs—that's normal. The problem is when the swings are so big that you can't plan, can't hire confidently, and can't sleep at night.

Here's the truth nobody tells you:

This cycle is not your fault. But breaking it is your responsibility.

The good news? Thousands of business owners have flattened this cycle and built stable, predictable businesses. You can too.

This playbook will show you how—step by step, in plain English, with real examples and worksheets you can use today.

📖 How This Playbook Works

This isn't a textbook. It's a working guide designed to help you diagnose, understand, and fix the revenue rollercoaster that's holding your business back.

✨ What Makes This Different

- No business jargon. We explain everything like we're talking to a friend, not teaching an MBA class.
- Real examples. Every concept includes a scenario from businesses like yours.
- Actionable worksheets. You'll complete exercises that apply directly to YOUR business.
- We explain the "why." Understanding why each step matters keeps you motivated.

- Manageable pace. Each step takes 2-5 hours. Complete them over weeks or months.

🗺️ Your 7-Step Roadmap

Step 1	🔍 Diagnose Your Cycle — Understand what's causing your peaks and valleys
Step 2	👥 Diversify Your Customer Base — Stop depending on a few big customers
Step 3	🔭 Build Revenue Visibility — See 3 months ahead so you're not blindsided
Step 4	⚖️ Flex Your Fixed Costs — Make your expenses match your reality
Step 5	💎 Improve Retention & Pricing — Keep customers longer and earn what you're worth
Step 6	📅 Install Planning Discipline — Anticipate problems instead of reacting to them
Step 7	🎉 Celebrate & Plan for Growth — Measure progress and build momentum

🎯 Why Breaking This Cycle Matters

(And What You'll Gain)

Before we dive in, let's talk about WHY stabilizing your revenue is so important. Understanding the value will keep you motivated when the work gets hard.

⚠ What the Peaks & Valleys Cycle Costs You

💸 The Money Problem

In feast mode, revenue looks bigger than it actually is.

Here's an example: You land a $100,000 customer. You think, "Finally, we have breathing room!" But here's the reality:

- Your profit margin might be 40%, so you actually keep only $40,000
- Your monthly expenses are still $30,000
- So this big customer really adds about $10,000/month to your bottom line

But you don't think of it that way. You see $100,000 and you spend like you have $100,000.

So you hire someone ($60,000 salary). You buy new software ($5,000). You expand capacity.

Then the customer leaves or the project ends. That $100,000 goes away. But your $65,000 in new costs stays.

Now you're in famine mode with more overhead than you can support.

> 💡 **BizInsight: What are "Fixed Costs"?**
>
> Fixed costs are expenses that stay the same every month, no matter how much money you make.
>
> Examples: Rent, salaries, insurance, software subscriptions, loan payments.
>
> The opposite is "variable costs"—expenses that go up or down with your sales (like materials or contractor fees).
>
> Why it matters: If your fixed costs are too high, you can't survive the valleys. You need cash coming in every month just to keep the lights on.

👥 The People Problem

The peaks and valleys cycle destroys team morale and retention.

In feast mode: Your team is energized. There's work, urgency, opportunity. People feel valued.

Then famine hits: You freeze hiring. You delay raises. You cut bonuses. The stress is everywhere. Your best people start looking for other jobs.

Then feast comes again: You hire frantically—paying more than you would have in stable times. You spend money on recruiting and training that you wouldn't have spent.

This is incredibly expensive—not just in dollars, but in lost knowledge, productivity, and team stability.

🎯 The Strategy Problem

When you're in survival mode, you can't invest in the future.

You can't experiment with new markets. You can't test new services. You can't improve your operations. You're too busy managing the current crisis.

This is why feast-or-famine businesses plateau. They never build something new because they're always reacting to the rollercoaster.

✨ What Stability Gives You

☑ Better culture & morale — Your team isn't stressed by constant uncertainty. They feel secure.

☑ Higher employee retention — You stop the expensive cycle of recruiting and training replacements.

☑ Stronger operational performance — With a stable team, you build expertise instead of constantly onboarding.

☑ Strategic capacity — You can finally invest in growth and test new ideas.

☑ Predictable cash flow — You know what's coming. You can plan with confidence.

☑ More enjoyment — You actually enjoy running your business instead of riding a rollercoaster.

Bottom line: A stable $2 million business is worth more—financially and emotionally—than a volatile $3 million business.

Stability is the foundation for real, sustainable growth.

STEP 1

🔍 Diagnose Your Peaks & Valleys Problem

⏱ *Time to Complete: 2-3 hours*

📋 What This Step Is About

You can't fix a problem you don't understand. Before you start making changes, you need to diagnose exactly what's causing YOUR revenue rollercoaster.

Different businesses have different root causes:

- Some depend too much on a few big customers (customer concentration)
- Some can't predict what's coming (no pipeline visibility)
- Some have expenses that stay high even when revenue drops (fixed cost problem)
- Some are constantly replacing lost customers (churn problem)

Your solution depends on understanding your specific situation.

🎯 Why This Matters to Your Business

✓ If you try to fix the wrong problem, you waste time and energy

✓ If you diagnose correctly, your solutions will actually work

✓ This step gives you clarity on what's really driving your cycle

✓ Clarity reduces stress—you'll know exactly where to focus

🛠 The Work: Run Your Diagnostic

Grab a notebook, spreadsheet, or the Peaks & Valleys Diagnostic Worksheet from BizTools. Let's answer five critical questions.

📊 Question 1: How Bumpy Is Your Revenue?

Pull up your revenue data for the last 12 months. Calculate:

✏ Your average monthly revenue:

✏ Your highest month:

✏ Your lowest month:

Now calculate your variance: (Highest - Lowest) ÷ Average

✏ Your variance percentage:

💡 BizInsight: Real Example: Calculating Variance

Maria's Cleaning Service had these numbers:

• Average monthly revenue: $50,000

• Highest month: $85,000
• Lowest month: $20,000

Her variance: ($85,000 - $20,000) ÷ $50,000 = 130%

That's severe feast-or-famine. Some months she's turning away work, other months she's worried about payroll.

What your number means:

- Below 15%: Stable revenue (you're in good shape!)
- 15-30%: Moderate volatility (manageable with discipline)
- 30-50%: Significant volatility (this is damaging your business)
- Above 50%: Severe feast-or-famine (urgent priority to fix)

💰 Question 2: Where Does Your Money Come From?

List your top 10 customers. For each, write down:

- Customer name
- Annual revenue from them
- Percentage of your total revenue

✏ Your largest customer as % of revenue:

✏ Your top 3 customers combined as % of revenue:

What your numbers mean:

- One customer >20% of revenue = You have concentration risk
- Top 3 customers >60% of revenue = High concentration risk
- Revenue spread across 50+ customers = You're diversified (good!)

💡 BizInsight: Why Customer Concentration Is Dangerous

When you depend on a few big customers, your revenue is only as stable as they are.

If one big customer leaves, gets acquired, or changes direction—you're in crisis.

Think of it like a table: A table with one leg falls over if you kick that leg. A table with ten legs stays standing even if you kick a few.

🔭 Question 3: Can You See What's Coming?

Answer these questions honestly:

- Do you know how many potential deals you're working on right now?
- Do you know the dollar value of each potential deal?
- Can you estimate how likely each deal is to close?
- Do you know if you have enough potential revenue to cover next quarter's costs?

✎ Pipeline visibility (Strong / Weak / None):

If you answered "no" to most of these, you have a pipeline visibility problem. You're flying blind.

📄 Question 4: What Are Your Monthly Must-Pays?

List everything you pay every month. Mark each as Fixed or Variable:

- Fixed = stays the same whether revenue is $50K or $100K (rent, salaries, insurance, subscriptions)
- Variable = goes up or down with revenue (materials, contractor fees, commissions)

✎ Your total monthly fixed costs:

✎ Fixed costs as % of average monthly revenue:

What your numbers mean:

- Fixed costs <50% of revenue = You have flexibility (good)
- Fixed costs 50-70% = Moderate risk
- Fixed costs >70% = You're over-leveraged (in a down month, you can't cover costs)

📱 Question 5: How Often Do Customers Leave?

Over the last 12 months:

✎ How many customers did you start with:

✎ How many customers left during the year:

✎ Your churn rate (Customers lost ÷ Starting customers):

What your numbers mean:

- <5% annual churn = Very healthy
- 5-10% annual churn = Manageable
- 10-20% annual churn = High (you're always replacing customers)
- >20% annual churn = Unsustainable (you're on a treadmill)

💡 BizInsight: What is "Churn"?

Churn is how many customers leave your business over a period of time.

Think of it like a bucket with holes: New customers are water going in. Churned customers are water leaking out.

If you have high churn, you're constantly trying to fill a leaky bucket. You work hard to get new customers, but you're also losing customers—so you never get ahead.

Low churn = stable revenue. High churn = constant scrambling.

Your Diagnostic Summary

Based on your answers, check all that apply to your business:

- ☐ Revenue Volatility Problem (variance >30%)
- ☐ Customer Concentration Problem (top customer >20% or top 3 >60%)
- ☐ Pipeline Visibility Problem (can't see what's coming)
- ☐ Fixed Cost Problem (fixed costs >60% of revenue)
- ☐ Churn Problem (>10% annual churn)

Most businesses have multiple problems. That's normal. Note all of them—the next steps will address each one.

☑ What You've Accomplished in Step 1

☑ Measured your revenue volatility
☑ Identified customer concentration risk
☑ Assessed pipeline visibility
☑ Evaluated fixed cost burden
☑ Calculated customer churn
☑ Diagnosed YOUR specific feast-or-famine problems

STEP 2

👥 Diversify Your Customer Base

⏱ Time to Complete: 3-4 hours

📋 What This Step Is About

Customer concentration is the #1 cause of feast-or-famine cycles.

When 40% of your revenue comes from one customer, your whole business depends on that customer's health. If they leave, cut back, or have their own problems—you're in crisis.

In this step, you're going to systematically diversify so that no single customer has too much control over your business.

🎯 Why This Matters to Your Business

✓ Diversified revenue is stable revenue

✓ When you have 50 customers at 2% each instead of 2 at 25% each, losing one is inconvenient—not catastrophic

✓ Diversification lets you say 'no' to bad deals because you're not desperate

✓ Your business becomes more valuable (buyers and lenders love diversified revenue)

🛠 The Work: Build Your Diversification Plan

📊 Part A: Know Your Current State

Create a simple spreadsheet with these columns:

1. Customer name
2. Annual revenue from this customer
3. Percentage of total revenue
4. Customer type (e.g., "Healthcare," "Retail," "Construction")

Sort by revenue (largest first). Now you have a clear picture of where your money comes from.

🎯 Part B: Set Your Diversification Goals

Write down these targets (adjust based on your industry):

✏ Max single customer target (recommended: <20%):

✏ Max top 3 customers target (recommended: <60%):

✏ Target number of customers to spread risk:

🛡 Part C: Protect Your Big Customers

For any customer that represents more than 20% of your revenue, you need a retention strategy. Answer these questions for each:

- Why did they choose you? What problem do you solve for them?
- What do they value most about working with you?
- Who else could they hire instead of you?
- What would make them leave?
- What can you do to make switching harder (better service, deeper relationships)?

💡 **BizInsight: What Are "Switching Costs"?**

Switching costs are the reasons a customer would hesitate to leave you for a competitor.

Examples:
• You know their business so well that a new vendor would take months to get up to speed
• Their systems are integrated with yours
• You have strong personal relationships with their team
• You've customized your service for their specific needs

The higher the switching costs, the stickier your customers are.

🔍 Part D: Find New Customer Types

Now think about who else you could serve. Ask yourself:

- Who are your BEST customers (not biggest—best to work with, most profitable)?
- What industries or types of businesses are they?
- What other industries have the same problem you solve?
- Where can you find more customers like your best ones?

✏ New customer segment #1 to target:

✏ New customer segment #2 to target:

✏ New customer segment #3 to target:

📅 Part E: Create Your 90-Day Diversification Plan

Pick ONE new customer segment to focus on for the next 90 days. Don't try to do everything at once.

✏ Target segment for next 90 days:

✏ How will you reach them? (referrals, marketing, networking):

✏ How many new customers from this segment do you want?:

✏ What's one action you'll take this week?:

☑ **What You've Accomplished in Step 2**

☑ Mapped your customer concentration
☑ Set diversification targets
☑ Built retention strategies for big customers

- [x] Identified new customer segments to pursue
- [x] Created a 90-day diversification action plan

STEP 3

🔭 Build Revenue Visibility

⏱ Time to Complete: 2-3 hours

📋 What This Step Is About

Most feast-or-famine businesses can't see what's coming. They don't know if next quarter will be a peak or a valley until they're already in it.

In this step, you're going to install a simple system that lets you see 3 months ahead. This changes everything.

🎯 Why This Matters to Your Business

✓ When you see a valley coming, you can prepare—tighten spending, push harder on sales, line up backup plans

✓ When you see a peak coming, you can prepare—hire before you're desperate, build capacity gradually

✓ No more surprises. No more scrambling. You'll make decisions based on what's coming, not what already happened

✓ Your stress level drops dramatically when you can see the road ahead

💡 BizInsight: What is a "Pipeline"?

A pipeline is a list of all the potential customers you're talking to right now.

Think of it like a funnel:

• At the top: People who might be interested

• In the middle: People you're having real conversations with

• At the bottom: People who are close to buying

A healthy pipeline means you always have potential revenue coming down the funnel. An empty pipeline means you'll have a valley in 2-3 months.

🛠 The Work: Build Your Pipeline Tracker

📊 Part A: Create Your Tracking System

You don't need fancy software. A simple spreadsheet works. Here's what to track:

1. Opportunity name (customer + what they might buy)
2. Potential revenue (how much would this deal be worth?)
3. Stage (Just started / In discussion / Proposal sent / Close to decision)
4. Probability (your honest guess: 10%, 25%, 50%, 75%, 90%)
5. Expected close date (when will they decide?)
6. Next action (what's your next step?)

Part B: Calculate Your Expected Value

For each opportunity, multiply the potential revenue by the probability.

Example:

- $10,000 deal × 50% probability = $5,000 expected value
- $25,000 deal × 25% probability = $6,250 expected value

Add up all your expected values. This is your pipeline's total expected value.

Your total pipeline expected value for next quarter:

Your quarterly operating costs:

Rule of thumb: Your pipeline expected value should be at least 120% of your quarterly operating costs. If it's less, you need to add more opportunities.

Part C: Build the Review Habit

A pipeline tracker only works if you use it. Here's the habit to build:

- Weekly (15 minutes): Update your pipeline. Add new opportunities. Update stages and probabilities. Remove deals that died.
- Monthly (30 minutes): Review your close rate. How many deals did you expect to close? How many actually closed? Adjust your probability estimates.

What day/time will you do your weekly pipeline review?:

☑ What You've Accomplished in Step 3

- ☑ Created a simple pipeline tracking system
- ☑ Listed all your current opportunities
- ☑ Calculated expected value for each
- ☑ Compared pipeline to operating costs
- ☑ Scheduled a weekly review habit

STEP 4

⚖ Flex Your Fixed Costs

⏱ Time to Complete: 3-4 hours

📋 What This Step Is About

When you have high fixed costs, a valley can be devastating. Your expenses stay the same while your revenue drops. That's how profitable businesses fail.

In this step, you're going to audit your costs and find ways to make them more flexible—so they can shrink when revenue shrinks.

🎯 Why This Matters to Your Business

✓ Lower fixed costs = more breathing room in valleys

✓ You can survive tough months without crisis-mode decisions

✓ You stop feeling trapped by overhead you can't escape

✓ Every dollar of fixed cost you eliminate is money you keep forever

🛠 The Work: Audit and Flex Your Costs

📝 Part A: List Everything You Pay For

Go through your bank statements and list every expense. For each, mark it:

- FIXED — This stays the same every month regardless of sales (rent, salaries, insurance)
- VARIABLE — This goes up or down with sales (materials, shipping, contractor fees)
- SEMI-FIXED — This is fixed but could potentially be changed (software subscriptions, some contractors)

Add up your fixed costs. What percentage of your average monthly revenue do they represent?

✏ Total monthly fixed costs:

✏ Fixed costs as % of average revenue:

❓ Part B: Question Every Fixed Cost

For each fixed cost, ask these questions:

7. Is this essential? What happens if we don't pay this?
8. Could this be variable instead? (Could a salaried employee be a contractor instead?)
9. Could this be reduced? (Do we need this much space? This premium software tier?)
10. Could this be eliminated? (Is this delivering real value?)
11. Could this be renegotiated? (Can we get a lower rate?)

💡 BizInsight: Ways to Make Costs More Flexible

Move from annual to monthly contracts (even if slightly more expensive, flexibility is worth it)
Use contractors for variable workloads instead of hiring full-time
Use shared or co-working space instead of a dedicated lease
Choose pay-per-use tools instead of flat-rate subscriptions
Negotiate "pause" options in contracts for slow periods
Outsource non-core functions that don't need in-house staff

Part C: Create Your Cost Reduction Plan

Cost #1 to eliminate or reduce:

How much will this save monthly?:

Cost #2 to eliminate or reduce:

How much will this save monthly?:

Cost #3 to make more flexible:

How will you make it flexible?:

Target: Get fixed costs below 50-60% of average revenue.

What You've Accomplished in Step 4

- Audited all your expenses
- Categorized costs as fixed, variable, or semi-fixed
- Identified costs to eliminate, reduce, or make flexible
- Created a cost reduction action plan

STEP 5

💎 Improve Retention & Pricing

⏱ Time to Complete: 4-5 hours

📋 What This Step Is About

Two things make feast-or-famine cycles worse: customers leaving too quickly (churn) and not charging enough (pricing).

Every customer you keep is a customer you don't have to replace. And every dollar you add to your prices goes straight to the bottom line.

🎯 Why This Matters to Your Business

✓ High retention = predictable revenue month after month

✓ Better pricing = more profit without working harder

✓ Keeping existing customers costs 5x less than finding new ones

✓ Small price increases have huge impact on profitability

🔍 Part A: Understand Why Customers Leave

First, get honest about your churn. List the customers who left in the past 12 months and why:

✏ Customer who left #1:

✏ Why did they leave?:

✏ Customer who left #2:

✏ Why did they leave?:

✏ Customer who left #3:

✏ Why did they leave?:

Look for patterns. Are customers leaving because of:

- Price? (They found something cheaper)
- Quality? (They weren't happy with your work)
- Service? (Communication or responsiveness problems)
- Their situation changed? (They went out of business, got acquired, changed direction)
- Nothing you did? (Sometimes customers just move on)

✏ The main reason customers leave us is:

🛡 Part B: Build a Retention Strategy

Based on why customers leave, what can you do to keep them longer?

- Regular check-ins: Schedule quarterly calls with your best customers

- Ask for feedback: Find out what's working and what's not before they leave
- Add value: Give them something extra that keeps them engaged
- Fix problems fast: When something goes wrong, respond immediately

✎ One retention tactic you'll implement this month:

💰 Part C: Look at Your Pricing

Most small business owners underprice their work. Here's why:

- You're afraid customers will say no
- You haven't raised prices in years
- You don't know what competitors charge
- You undervalue what you bring to the table

> 💡 **BizInsight: The Power of Pricing**
>
> Here's a simple example of why pricing matters so much:
>
> If you have a 10% profit margin and you raise prices by 10%...
> Your profit DOUBLES.
>
> That's because the price increase goes straight to profit—you didn't add any costs.
>
> Most customers will accept small price increases if you explain the value you provide.

Answer these questions:

✎ When did you last raise prices?:

✎ What do competitors charge for similar work?:

✎ Are you the cheapest option? (If yes, why?):

✎ What could you charge 10-20% more for?:

🧮 Part D: Plan a Price Increase

Here's how to raise prices without losing customers:

12. Start with new customers first (easier than changing existing)
13. Give notice to existing customers ("Starting next quarter...")
14. Explain the value you provide (don't apologize)
15. Offer something in return (better service, new feature, longer commitment discount)
16. Start small and build confidence (5-10% is easier than 25%)

✎ Your pricing action: What will you change?:

✎ When will you implement it?:

> ☑ **What You've Accomplished in Step 5**
>
> ☑ Identified why customers leave

- ☑ Built a retention strategy
- ☑ Audited your pricing
- ☑ Created a plan to raise prices

STEP 6

Install Planning Discipline

Time to Complete: 2-3 hours initial + 30 min/month ongoing

What This Step Is About

Most feast-or-famine businesses don't plan. They react. They find out about valleys when they're already in them.

In this step, you're going to install a simple quarterly planning ritual that helps you see problems coming and make decisions proactively.

Why This Matters to Your Business

✓ Planning lets you see problems 3 months before they hit
✓ You make intentional decisions instead of panicked reactions
✓ Your team understands what's coming and feels more secure
✓ You stop being surprised by valleys—you anticipate them

The Work: Build Your Planning Ritual

Part A: Schedule Your Quarterly Planning Meeting

At the start of each quarter (January, April, July, October), block 2-3 hours for planning.

Who should be there:

- You (the owner)
- Your bookkeeper or anyone who knows your finances
- Key team members (operations, sales if you have them)

Date of your next quarterly planning meeting:

Who will attend?:

Part B: The Quarterly Review Agenda

Here's what to cover in your planning meeting:

1 Review Last Quarter (30 min)

- What revenue did we actually generate vs. what we expected?
- What deals closed? What deals stalled?
- What did we learn? What will we do differently?

2 Assess Current State (30 min)

- What's our current revenue this month?
- What does our pipeline look like? Expected value?
- What are our biggest challenges right now?

3️⃣ Forecast Next Quarter (45 min)

- Conservative scenario: What revenue if only sure things close?
- Likely scenario: What revenue if things go normally?
- Optimistic scenario: What revenue if things go really well?

4️⃣ Plan Based on Forecast (45 min)

- If forecast is down: What will we cut? How will we save?
- If forecast is flat: What should we focus on?
- If forecast is up: Should we hire? Invest? Build capacity?

📅 Part C: Monthly Check-ins

In between quarterly meetings, do a quick monthly check-in (15-30 minutes):

- How are we tracking against our plan?
- Has anything changed?
- Do we need to adjust anything?

✏️ When will you do your monthly check-ins?:

☑ What You've Accomplished in Step 6

☑ Scheduled quarterly planning meetings
☑ Learned the planning agenda
☑ Understand how to forecast using scenarios
☑ Committed to monthly check-ins

STEP 7

🎉 Celebrate Stability & Plan for Growth

⏱ Time to Complete: 1-2 hours quarterly

📋 What This Step Is About

You've done the hard work. Now it's time to measure your progress, celebrate your wins, and start thinking about growth.

Remember: The goal of flattening the feast-or-famine cycle isn't just to survive—it's to build a foundation for real, sustainable growth.

🎯 Why This Matters to Your Business

✓ Celebrating wins reinforces the behaviors that got you here
✓ Measuring progress shows you (and your team) that the work is paying off
✓ From stability, you can finally pursue growth opportunities you couldn't touch before
✓ A stable business is a more valuable business—for selling, borrowing, or just enjoying

🛠 The Work: Measure, Celebrate, Plan

📊 Part A: Measure Your Progress

Go back to your Step 1 diagnostics. How have your numbers changed?

Metric	Starting Point	Now
Revenue Volatility	________%	________%
Largest Customer %	________%	________%
Top 3 Customers %	________%	________%
Fixed Costs % of Revenue	________%	________%
Annual Churn Rate	________%	________%
Pipeline Visibility	None/Weak/Strong	None/Weak/Strong

🏆 Part B: Celebrate Your Wins

Take a moment to acknowledge what you've accomplished:

✏ What's the biggest improvement you've made?:

✏ What are you most proud of?:

✏ How will you celebrate this progress with your team?:

🚀 Part C: Plan for Growth

Now that you have stability, you can finally pursue growth from a position of strength—not desperation.

Ask yourself:

- What growth opportunities were we too stressed to pursue before?
- What strategic investments can we now make?
- What new markets, services, or capabilities should we explore?
- How can we grow thoughtfully—without falling back into old patterns?

✎ Growth opportunity #1 for the next 12 months:

✎ Growth opportunity #2 for the next 12 months:

Part D: Commit to Ongoing Discipline

Breaking the feast-or-famine cycle isn't a destination—it's a practice. Commit to maintaining these habits:

- Weekly pipeline updates (Step 3)
- Monthly financial reviews (Step 4)
- Quarterly planning meetings (Step 6)
- Annual customer diversification review (Step 2)
- Ongoing retention and pricing reviews (Step 5)

The moment you stop tracking, planning, and adjusting is the moment the cycle creeps back in.

☑ What You've Accomplished in Step 7

☑ Measured your progress against baseline metrics
☑ Celebrated your wins
☑ Reflected on what worked and what didn't
☑ Planned for sustainable growth
☑ Committed to ongoing discipline

Your Transformation: Before & After

❌ BEFORE: The Rollercoaster	✅ AFTER: Stable & Predictable
Revenue swings wildly (>30% volatility)	Revenue is stable (<15% volatility)
Dependent on 1-3 big customers	No single customer is >20% of revenue
Can't predict revenue beyond a few weeks	Can forecast 3 months ahead with confidence
Fixed costs are rigid (>70%)	Fixed costs are flexible (<50%)
Customers leave frequently (high churn)	Customer churn is <5% annually
React to crises instead of anticipating	Anticipate problems and adjust proactively
Team is stressed, turnover is high	Team is stable, confident, and engaged
Constant survival mode, no strategy	Capacity to invest in growth and strategy
Running the business is exhausting	Running the business is manageable—even enjoyable

Final Thoughts: You've Got This

Breaking the feast-or-famine cycle doesn't happen overnight. It takes 6-12 months of consistent focus to see meaningful change.

But the payoff is enormous:

- You stop living on an emotional rollercoaster
- You build a business that's predictable and valuable
- Your team thrives in a stable environment
- You can finally invest in growth instead of survival

Remember:

🎯 Start with one step this week. Don't try to do everything at once.

🎯 Measure progress quarterly. Look for trends, not perfection.

🎯 Be patient with yourself. Change takes time.

🎯 Celebrate small wins. Every improvement matters.

A stable $2M business is worth more than a volatile $3M business.

Your growth starts here—with stability.

Next Steps & Resources

Your Implementation Timeline

This Week:

1. Complete Step 1 (Diagnose Your Cycle) — 2-3 hours
2. Download the Peaks & Valleys Diagnostic Worksheet from BizTools
3. Share your findings with a trusted advisor or peer

This Month:

4. Complete Steps 2-3 (Diversify Customers + Build Pipeline Visibility)

5. Set up your pipeline tracking spreadsheet
6. Schedule your first quarterly planning meeting

This Quarter:

7. Complete all 7 steps
8. Measure your baseline metrics
9. Review progress and adjust

🛠️ BizHealth.ai Tools & Resources

Available in BizTools:

- Peaks & Valleys Diagnostic Worksheet
- Customer Diversification Tracker
- Pipeline Tracking Template (Google Sheets + Excel)
- Fixed Cost Audit Template
- Quarterly Planning Meeting Agenda
- Retention Strategy Playbook

Want to See Where You Stand?

Take the BizHealth Financial Diagnostic to get a personalized assessment of your revenue stability, customer concentration, and cash flow health.

👉 Visit: BizHealth.ai/assessments

Stop guessing. Start growing.

— The BizHealth.ai Team

Questions? Reach out at support@bizhealth.ai