

## MODULE 6

# SCALING TO 6 FIGURES

Build Your \$100K+ MicroSaaS Empire

*"The difference between ordinary and extraordinary is that little extra."*

*- Jimmy Johnson*

Student Name: \_\_\_\_\_

Tool Name: \_\_\_\_\_

Current MRR: \$\_\_\_\_\_

6-Figure Target Date: \_\_\_\_\_

## Module Progress Checklist

- ☐ Lesson 1: Automation & Systems
- ☐ Lesson 2: Building Your Team
- ☐ Lesson 3: Product Expansion Strategy
- ☐ Lesson 4: International Expansion
- ☐ Lesson 5: Portfolio Building
- ☐ Lesson 6: Exit Strategy & Acquisition



### QUICK WIN GENERATOR

Your first scaling action:

**This Week:** Automate your most time-consuming daily task. Use Zapier, Make, or code to save 1 hour per day. That's 365 hours/year for growth!

☐ First automation implemented!

## Current Scale Assessment

Monthly Recurring Revenue: \$\_\_\_\_\_

Total customers: \_\_\_\_\_

Hours worked per week: \_\_\_\_\_

Biggest bottleneck: \_\_\_\_\_

# Automation Opportunity Audit

## TIME AUDIT

TASK	HOURS/WEEK	CAN AUTOMATE?	TOOL/SOLUTION	PRIORITY
Customer support		Yes/No		1-5
Onboarding		Yes/No		1-5
Billing/Invoicing		Yes/No		1-5
Social media		Yes/No		1-5
Email marketing		Yes/No		1-5
Reporting		Yes/No		1-5
Development		Yes/No		1-5

## AUTOMATION STACK

### Customer Support

- ☐ Help center/KB
- ☐ Chatbot
- ☐ Canned responses
- ☐ Auto-ticketing

### Operations

- ☐ User onboarding
- ☐ Billing/dunning
- ☐ Usage monitoring
- ☐ Backup systems

### Marketing

- ☐ Email sequences
- ☐ Social scheduling
- ☐ Lead scoring
- ☐ Retargeting

### Analytics

- ☐ Dashboard creation
- ☐ Weekly reports
- ☐ Alert systems
- ☐ KPI tracking

## SOP Creation Template

### STANDARD OPERATING PROCEDURE #1

Process Name: \_\_\_\_\_

Frequency: \_\_\_\_\_

Time Required: \_\_\_\_\_ minutes

Tools Needed: \_\_\_\_\_

Step-by-Step Process:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Quality Checklist:

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

### PROCESS DOCUMENTATION STATUS

PROCESS	DOCUMENTED	VIDEO CREATED	DELEGATED
Customer onboarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support tickets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content creation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bug fixes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PROCESS	DOCUMENTED	VIDEO CREATED	DELEGATED
Feature releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Hiring Needs Assessment

### FIRST HIRES PRIORITY

ROLE	HOURS/WEEK	COST/MONTH	ROI EXPECTED	HIRE DATE
Customer Support		\$		
Developer		\$		
Content Writer		\$		
Virtual Assistant		\$		
Marketing		\$		

### DELEGATION FRAMEWORK

Tasks I MUST do (CEO only):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Tasks to delegate FIRST:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Tasks to delegate LATER:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### TEAM TRAINING CHECKLIST

- ☐ Job description created
- ☐ Onboarding materials ready
- ☐ Training videos recorded

- ☐ Tools access provided
- ☐ KPIs defined
- ☐ Communication channels set



## Portfolio Planning Matrix

### PRODUCT EXPANSION OPPORTUNITIES

PRODUCT IDEA	SYNERGY (1-10)	DEV TIME	REVENUE POTENTIAL	PRIORITY
	/10		\$	
	/10		\$	
	/10		\$	
	/10		\$	

### ACQUISITION TARGETS

Competitor to acquire: \_\_\_\_\_

Estimated price: \$ \_\_\_\_\_

Reason for acquisition: \_\_\_\_\_

Complementary tool to acquire: \_\_\_\_\_

Estimated price: \$ \_\_\_\_\_

Synergies: \_\_\_\_\_

### MARKET EXPANSION

#### Vertical Expansion

Current: \_\_\_\_\_

Target 1: \_\_\_\_\_

Target 2: \_\_\_\_\_

#### Geographic Expansion

Current: \_\_\_\_\_

Target 1: \_\_\_\_\_

Target 2: \_\_\_\_\_

#### 💡 PRO TIP

Build a portfolio of 3-5 micro-SaaS tools serving the same audience. Cross-sell between them for exponential growth!

## Acquisition Readiness Scorecard

### BUSINESS VALUE FACTORS

FACTOR	CURRENT STATUS	TARGET	SCORE (1-10)
Monthly Revenue	\$	\$	/10
Growth Rate	%	%	/10
Churn Rate	%	%	/10
Profit Margin	%	%	/10
Customer Count			/10
Documentation		Complete	/10
Team Independence		Full	/10

Total Score: \_\_\_\_ / 70

Estimated Valuation: Annual Revenue × \_\_\_\_ = \$\_\_\_\_\_

### EXIT PREPARATION CHECKLIST

- ☐ Clean financials (P&L, balance sheet)
- ☐ Legal documents organized
- ☐ IP properly assigned
- ☐ Code documented and clean
- ☐ Customer contracts transferable
- ☐ Team contracts in place
- ☐ Growth story documented
- ☐ Due diligence package ready

## Exit Strategy Planner

### EXIT OPTIONS

Option 1: Sell the Business

Timeline: \_\_\_\_\_

Target buyer: \_\_\_\_\_

Asking price: \$\_\_\_\_\_

Option 2: Keep & Delegate

Manager cost: \$\_\_\_\_\_/mo

Passive income: \$\_\_\_\_\_/mo

Time freedom: \_\_\_\_\_ hrs/week

### BUSINESS SALE PREPARATION

Target sale date: \_\_\_\_\_

Revenue multiple goal: \_\_\_\_X

Minimum acceptable price: \$\_\_\_\_\_

Ideal buyer profile: \_\_\_\_\_

### VALUE MAXIMIZATION PLAN

To increase value by 20%:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### POST-EXIT PLAN

Next project: \_\_\_\_\_

Non-compete considerations: \_\_\_\_\_

Earnout period: \_\_\_\_\_ months

Transition support: \_\_\_\_\_ months

**Remember: A business that can run without you is worth 2-3X more than one that requires you!**

## Revenue Scaling Roadmap

### PATH TO \$100K ARR

\$1K MRR (Month \_\_\_\_)  
Actions: \_\_\_\_\_

\$2.5K MRR (Month \_\_\_\_)  
Actions: \_\_\_\_\_

\$5K MRR (Month \_\_\_\_)  
Actions: \_\_\_\_\_

\$8.5K MRR (Month \_\_\_\_)  
Actions: \_\_\_\_\_

\$10K+ MRR (Month \_\_\_\_)  
Actions: \_\_\_\_\_

### SCALING LEVERS

LEVER	CURRENT	TARGET	IMPACT ON MRR
Price Increase	\$	\$	+\$
Customer Count			+\$
Reduce Churn	%	%	+\$
Upsells	\$	\$	+\$
New Products			+\$

## Empire Building Timeline

### YEAR 1: FOUNDATION



### YEAR 2: EXPANSION

Tool #2 Launch: Month \_\_\_\_ | Target: \$\_\_\_\_/mo

First hire: Month \_\_\_\_ | Role: \_\_\_\_\_

International expansion: Month \_\_\_\_ | Market: \_\_\_\_\_

Year 2 ARR Target: \$\_\_\_\_\_

### YEAR 3: EMPIRE

Portfolio size: \_\_\_\_ tools

Team size: \_\_\_\_ people

Combined ARR: \$\_\_\_\_\_

Exit valuation: \$\_\_\_\_\_

### 5-YEAR VISION

Where I'll be in 5 years:

\_\_\_\_\_

\_\_\_\_\_

## Scale Metrics Dashboard

### KEY PERFORMANCE INDICATORS

METRIC	CURRENT	LAST MONTH	GOAL	STATUS
MRR	\$	\$	\$	↑↓
ARR Run Rate	\$	\$	\$100K	↑↓
Customer Count				↑↓
ARPU	\$	\$	\$	↑↓
Churn %	%	%	%	↑↓
LTV:CAC	:1	:1	3:1	↑↓
Gross Margin	%	%	80%	↑↓

### GROWTH METRICS

Month-over-month growth: \_\_\_\_\_%

Quarter-over-quarter growth: \_\_\_\_\_%

Months to \$10K MRR: \_\_\_\_\_

Projected ARR (12 months): \$\_\_\_\_\_

### OPERATIONAL EFFICIENCY

Revenue per employee: \$\_\_\_\_\_

Support tickets per customer: \_\_\_\_\_

Feature releases per month: \_\_\_\_\_

Hours worked per week: \_\_\_\_\_

## Risk Management & Contingency

### BUSINESS RISKS ASSESSMENT

RISK	PROBABILITY	IMPACT	MITIGATION
Key employee leaves	Low/Med/High	Low/Med/High	
Major competitor enters	Low/Med/High	Low/Med/High	
Technology failure	Low/Med/High	Low/Med/High	
Economic downturn	Low/Med/High	Low/Med/High	
Legal/compliance issue	Low/Med/High	Low/Med/High	

### CONTINGENCY PLANS

If growth stalls:

If key team member leaves:

If major competitor copies us:

### BUSINESS INSURANCE

- ☐ General liability insurance
- ☐ Errors & omissions insurance
- ☐ Cyber liability insurance



☐ Key person insurance

## Investment & Funding Strategy

### FUNDING OPTIONS

#### Bootstrapping

- ☐ Reinvest profits
- ☐ Personal savings
- ☐ Credit cards (careful!)

#### External Funding

- ☐ Revenue-based financing
- ☐ SBA loans
- ☐ Angel investors

### CAPITAL REQUIREMENTS

Needed for next phase: \$\_\_\_\_\_

Use of funds:

- Marketing/Ads: \$\_\_\_\_\_
- Hiring: \$\_\_\_\_\_
- Technology: \$\_\_\_\_\_
- Operations: \$\_\_\_\_\_

### INVESTMENT READINESS

- ☐ Pitch deck created
- ☐ Financial projections (3 years)
- ☐ Cap table clean
- ☐ Legal structure optimized
- ☐ Due diligence package ready

#### 💡 PRO TIP

Most successful micro-SaaS businesses never take funding. Stay lean, stay profitable, stay in control!

## Weekly Scale Review

### WEEK \_\_\_\_\_ METRICS

MRR: \$ \_\_\_\_\_

New customers: \_\_\_\_\_

Churned customers: \_\_\_\_\_

Net growth: \_\_\_\_\_

Tasks automated: \_\_\_\_\_

Hours saved: \_\_\_\_\_

Team tasks completed: \_\_\_\_\_

Systems documented: \_\_\_\_\_

### SCALING ACTIVITIES

☐ Automation implemented: \_\_\_\_\_

☐ Process documented: \_\_\_\_\_

☐ Team member trained: \_\_\_\_\_

☐ System optimized: \_\_\_\_\_

### BOTTLENECK ANALYSIS

This week's biggest bottleneck:

Solution implemented:

### NEXT WEEK SCALING FOCUS

Primary goal: \_\_\_\_\_

System to build: \_\_\_\_\_

Process to delegate: \_\_\_\_\_

## Module 6 & Course Completion

### SCALING ACHIEVEMENTS

Starting MRR: \$\_\_\_\_\_

Current MRR: \$\_\_\_\_\_

Growth achieved: \_\_\_\_\_%

Hours freed per week: \_\_\_\_\_

Team members hired: \_\_\_\_\_

Systems automated: \_\_\_\_\_

### JOURNEY REFLECTION

1. My biggest win in this journey:

2. The hardest challenge I overcame:

3. What I know now that I wish I knew at the start:



## EMPIRE BUILDER CERTIFIED!



You've completed the MicroSaaS Empire Blueprint!

From idea to \$100K+ is no longer a dream—it's your roadmap.

Welcome to the Empire! 👑

## YOUR EMPIRE COMMITMENTS

- ☐ I will reach \$10K MRR by: \_\_\_\_\_
- ☐ I will build a team by: \_\_\_\_\_
- ☐ I will launch tool #2 by: \_\_\_\_\_
- ☐ I will hit \$100K ARR by: \_\_\_\_\_
- ☐ I will help others build their empires

The Empire Awaits...

**BUILD IT!** 🚀