

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! 🚀