

# \$100M SCALING ROADMAP

► STAGE 1: MONETIZE ◀



A PERSONALIZED GUIDE FROM

# YOU ARE HERE

## STAGE 1: MONETIZE



0: IMPROVISE		1: MONETIZE			2: ADVERTISE	
HEADCOUNT	NA	HEADCOUNT	1	CONSTRAINT	TO GRADUATE <th>CONSTRAINT</th>	CONSTRAINT
YOUR ROLE	RESEARCHER	YOUR ROLE	STARTER			TO GRADUATE
LEADERSHIP STRUCTURE	Just you.	LEADERSHIP STRUCTURE	Still Just you.			
# OF COMPANIES HERE	NA...you're not a company yet.	# OF COMPANIES HERE	30,000,000 (100% achieve this level) only 9% of people own a business.			
PRODUCT	You have nothing to sell.	PRODUCT	Not good enough to sell	Fix it until it's good enough to sell. Make VI product.		
MARKETING	No one knows about your stuff.	MARKETING	No one knows you have PAID stuff for sale.	Tell people you have paid stuff. Sign up for free ad spend credits.		Fix it good enough for now in an unscalable way.
SALES	You don't know how to sell	SALES	You still don't know how to sell	Use good results from free people to sell paid people. Offer to solve their problems for money.		Live by the Rule of 100. Prioritize advertising daily.
CUSTOMER SERVICE	No customers to service.	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.		Fix it good enough for now in an unscalable way.
INFORMATION TECH (IT)	You have no tech.	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.		Not done a script for setting and closing - CLOSER & AKA. Learn to deal with disappointed customers (Angry boot).
RECRUITING	You don't know how to work.	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.		Offer free tech (google suite) for free trials/credits for starter softwares. Websites/hosting. Starter CRM/POS.
HUMAN RESOURCES (HR)	You're unprepared.	HUMAN RESOURCES (HR)	You pay money to freelancers to get work done and don't get what you want.	Create basic vendor agreements & expectations		Convert part timers to FTers, make public posts, or run ads on job boards to get full timers.
FINANCE	Your personal money is the business's money.	FINANCE	You have no way to collect money.	Set up a payment processor. Run a payment. Get a deposit.		Setup W-2 and 1099s. Spin up quickbooks equivalent. Save for taxes. Check your bank account daily.
Bottom line	Nothing is happening.	Bottom line	Your business makes no money.	Make your first sale.		Let more people know about your stuff.

## 0. IMPROVISE

### 1. MONETIZE

### 2. ADVERTISE

### 3. STABILIZE

### 4. PRIORITIZE

## 5. PRODUCTIZE

### 6. OPTIMIZE

### 7. CATEGORIZE

### 8. SPECIALIZE

### 9. CAPITALIZE

# 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.
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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.

# WATCH THIS FIRST

**"START HERE"**



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



The methodology



The differences  
between stages



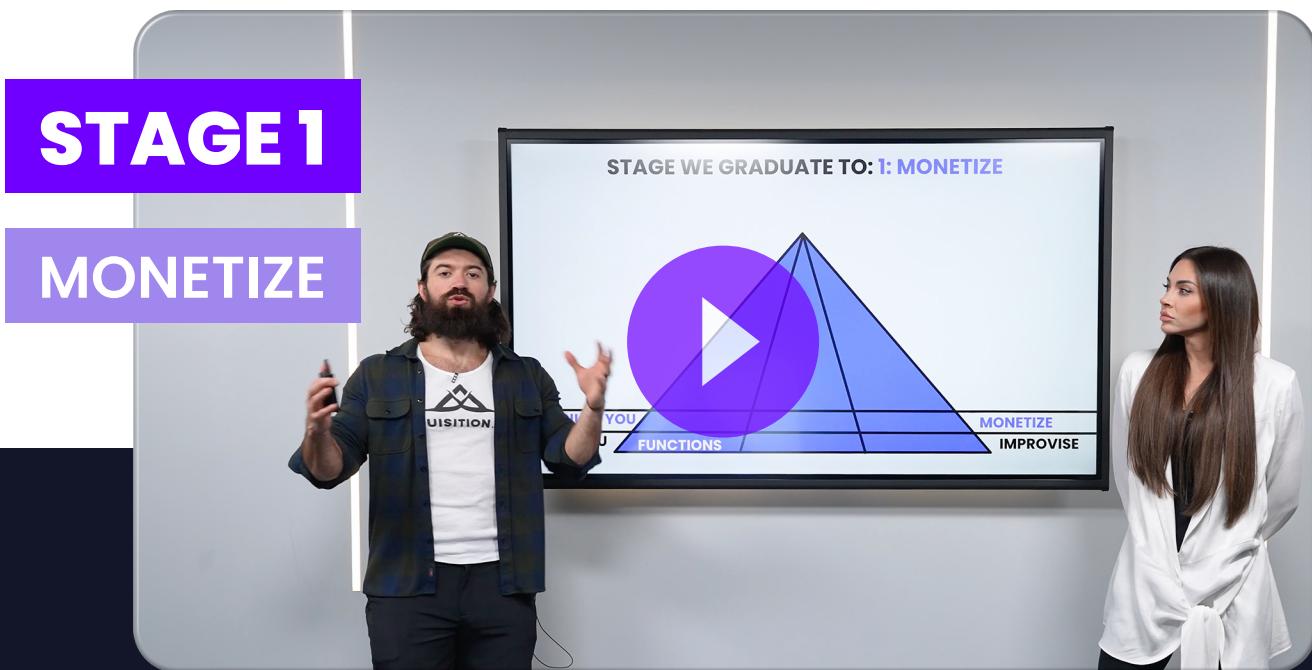
Repeat themes  
to be aware of



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 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

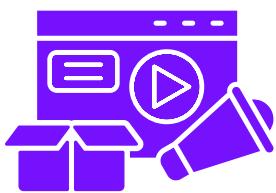




## Your Main Challenge: Product

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

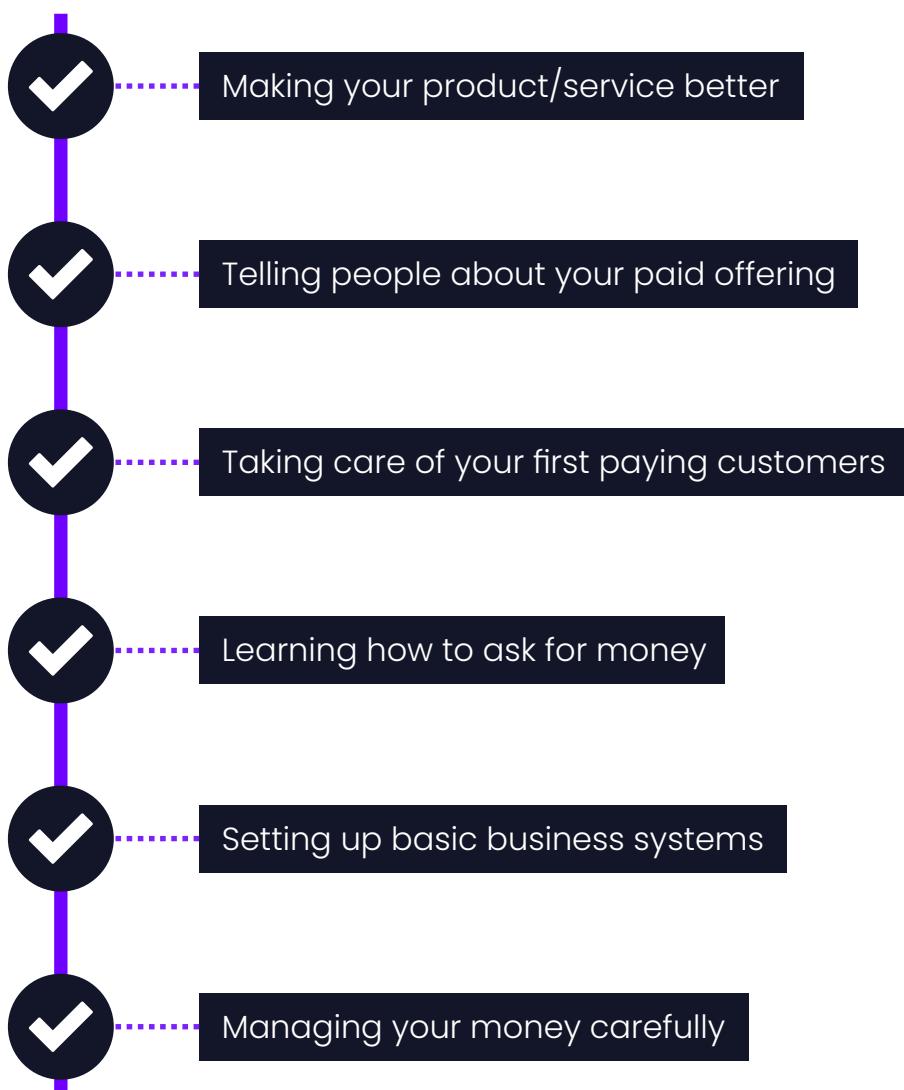
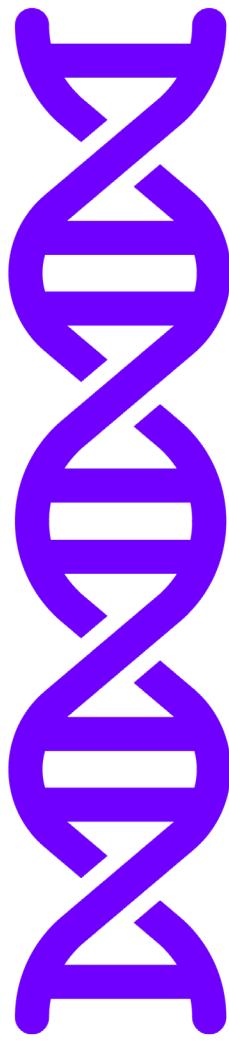
During this stage, you'll feel:

- 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

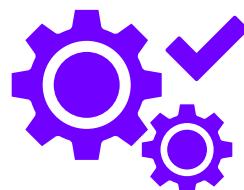
YOU'LL KNOW YOU'RE READY TO MOVE TO STAGE 2 WHEN:



YOU'RE CONSISTENTLY MAKING SALES



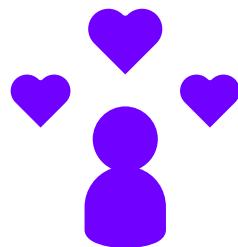
PEOPLE ARE WILLING TO PAY YOUR PRICES



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.

# 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 0: IMPROVISE

# STAGE 0: IMPROVISE

HEADCOUNT	NA	
YOUR ROLE	RESEARCHER	
LEADERSHIP STRUCTURE	Just you.	
# OF COMPANIES HERE	NA...you're not a company yet.	
CONSTRAINT		TO GRADUATE
PRODUCT	You have nothing to sell.	Make something FREE to give away
MARKETING	No one knows about your stuff.	Tell people you have FREE stuff.
SALES	You don't know how to sell	Get people to try it for free
CUSTOMER SERVICE	No customers to service.	Service your free customers.
INFORMATION TECH (IT)	You have no tech.	Get a Computer. Internet. Microphone. Phone. Email.
RECRUITING	You don't know how to work.	You recruit yourself to work.
HUMAN RESOURCES (HR)	You're unprotected.	Create an entity to separate your personal assets from your business assets.
FINANCE	Your personal money is the business's money.	Get a business bank account. Put money in. Write off start up expenses to save on taxes.
<b>Bottom line</b>	Nothing is happening.	Get people to try your stuff for free.

# YOUR STAGE



THIS VIDEO PROVIDES AN  
IN-DEPTH LOOK AT THE CONSTRAINTS  
& SOLUTIONS AT **STAGE 0**



## YOUR ROLE

Researcher



## HEADCOUNT

N/A



## BOTTOM LINE

Nothing is happening



## GRADUATE BY

Get people to try your stuff for free

# WHEN YOU HIT “STAGE 0: IMPROVISE”

Stage 0 is like being at the very beginning of building a house – you don’t even have the tools or materials yet, but you’re ready to start. At this stage, you’re just one person with an idea, but no actual business. The goal is simple: get people to try your stuff for free.

Think of it like being a brand new cook who wants to open a restaurant someday. Before charging anyone money, you need to practice cooking and have people taste your food to see if it’s any good. That’s what Stage 0 is all about – testing things out without asking for money.

## HERE’S WHAT YOU NEED TO FOCUS ON AT STAGE 0:

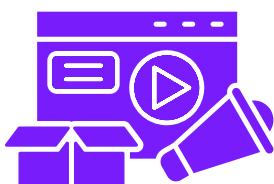
- Product
- Marketing
- Sales
- Customer Service
- Technology
- Basic Setup





## Product

You need to make something you can give away for free. It could be a service (like helping someone with their computer), information (like teaching someone how to do something), or an actual product. The important thing is that it's free so people will try it.



## Marketing

You need to tell people about your free stuff. The easiest way is to start with people you know – friends, family, people you've emailed before, or people who follow you on social media. You just need to let them know you have something free that might help them.



## Sales

Since you don't know how to sell yet, you're just asking people to try your free stuff. When they try it, you ask them what they think and what would make it better. This helps you learn what people actually want.



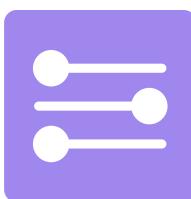
## Customer Service

You need to take really good care of the people who try your free stuff. Answer their questions quickly, help them use what you gave them, and be super nice – even though they aren't paying. These people are helping you learn what works and what doesn't.



## Technology

You just need the basics—a computer, internet connection, phone, and email address. Nothing fancy. Think of these as your basic tools, like a hammer and screwdriver when building a house.



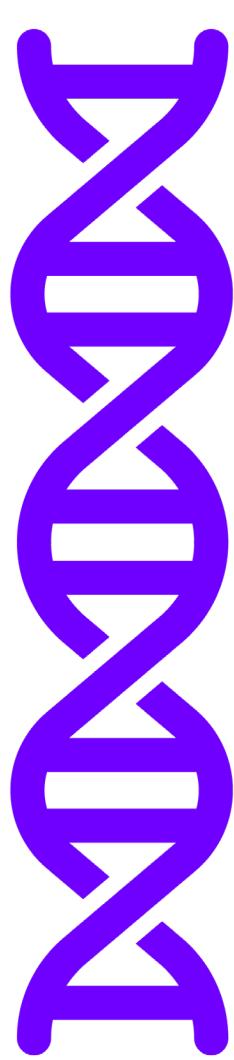
## Basic Setup

You need to protect yourself by creating a business entity (like an LLC) to keep your personal money separate from business money. You'll also need a business bank account and to keep track of any money you spend on your business since you can write these off on taxes.

# WHAT SUCCESS LOOKS LIKE AT STAGE 0

The most important thing at Stage 0 is to find out if people actually want what you're offering. It's like cooking for friends before opening a restaurant – you want honest feedback about whether your food is good and what would make it better.

## SOME KEY THINGS TO REMEMBER:



## THE MAIN GOAL IS TO GET ENOUGH PEOPLE TO TRY YOUR FREE STUFF AND LIKE IT.

Once people are saying good things about what you offer and coming back for more, you know you're ready to move to Stage 1, where you'll start charging money.

## THINK OF STAGE 0 AS PRACTICE MODE OR THE TUTORIAL LEVEL IN A VIDEO GAME.

You're learning the basic moves and getting comfortable before the real game begins. It might feel slow or frustrating at times, but this foundation is super important for building a successful business later.

## THE SIGN THAT YOU'RE READY TO GRADUATE FROM STAGE 0 IS SIMPLE:

People are actually using your free stuff and finding it helpful. When that happens, you can start thinking about charging money and moving to Stage 1.



# THIS IS WHAT'S COMING NEXT...

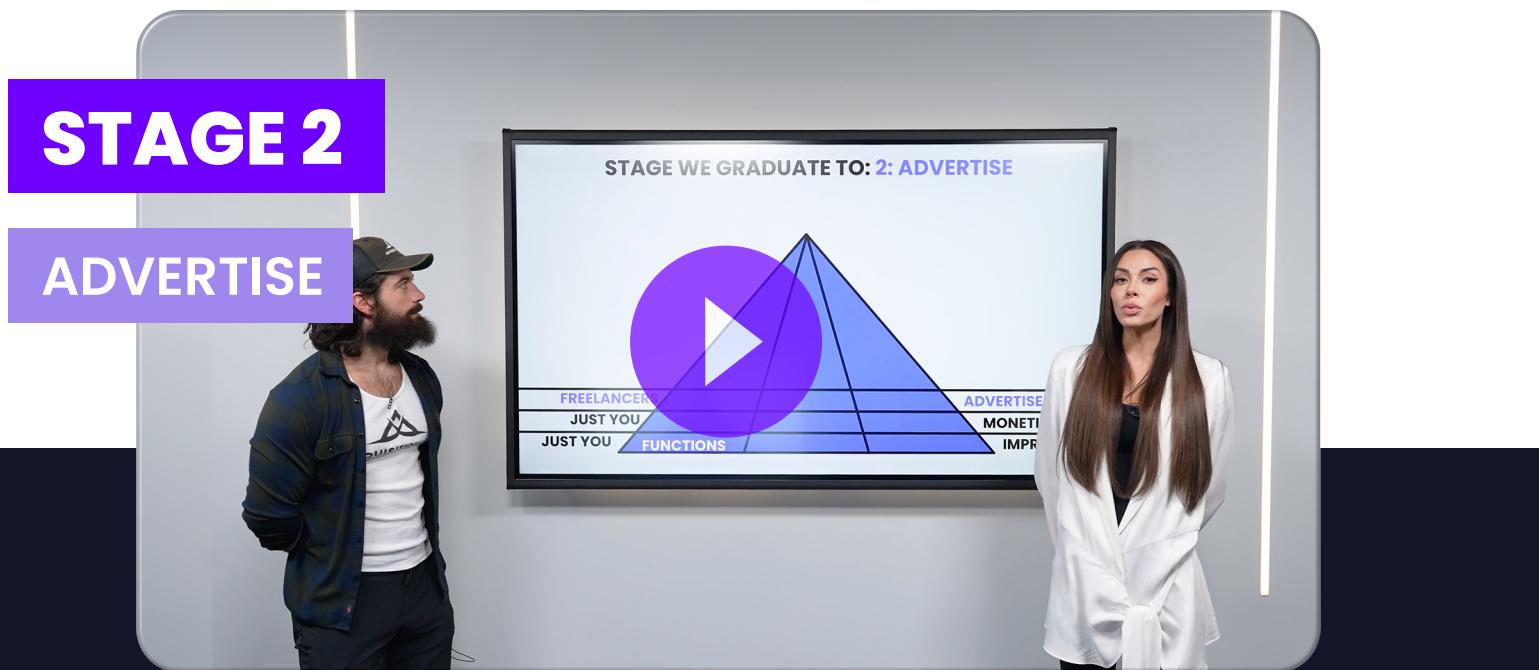


## STAGE 2: ADVERTISE

# 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.

# 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**





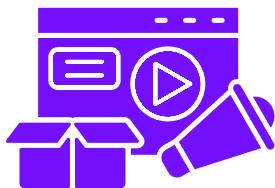
## Your Main Challenge: Product

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:

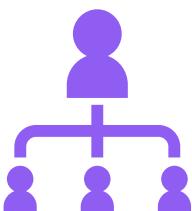
- Using free trials and credits
- Getting basic website/hosting
- Setting up a simple CRM (customer management system)
- Using free Google tools



## 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

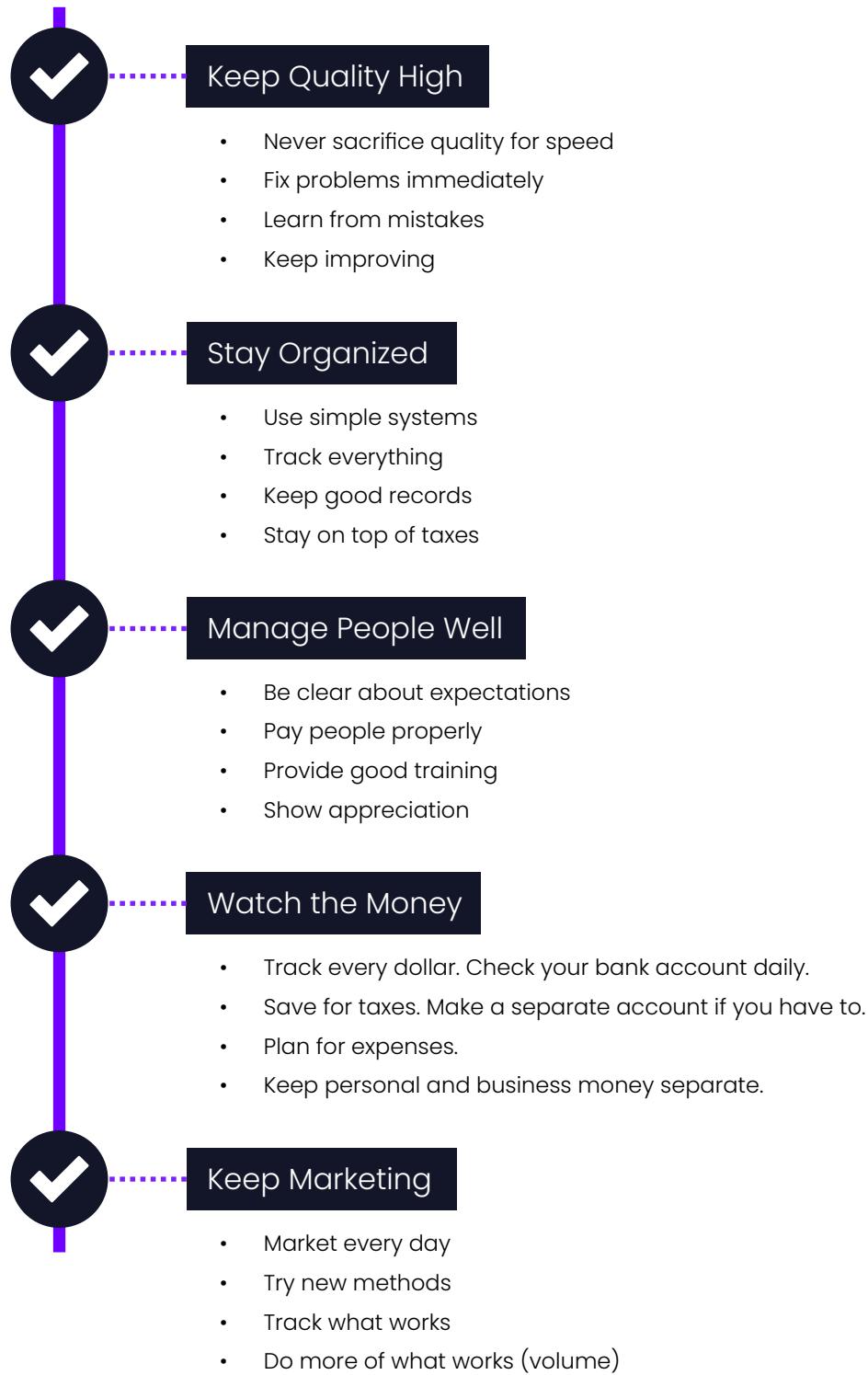
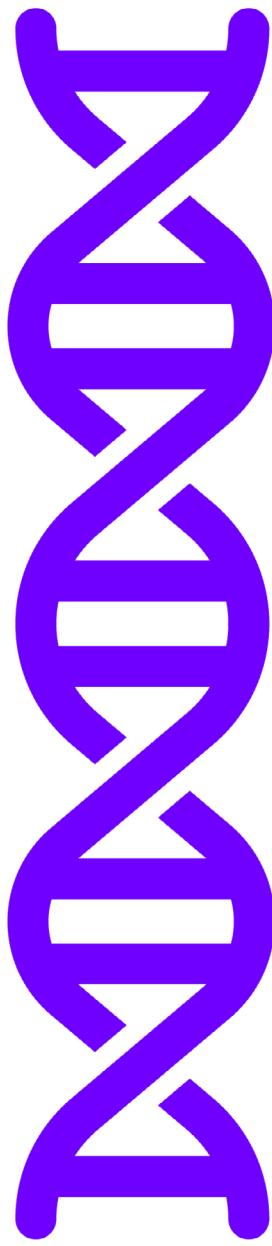
Money problems

Helper turnover

Feeling constantly behind

Too many emergencies

# THE KEYS TO SUCCESS:



# GRADUATING FROM STAGE 2

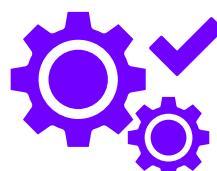
YOU'RE READY FOR STAGE 3 WHEN:



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

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2	School of Har...	School of Mentors	+\$1,740	\$31,500
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