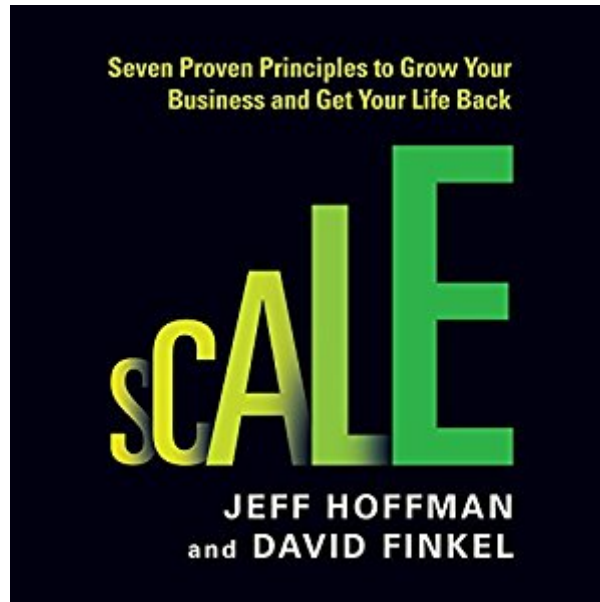


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# Scale: Seven Proven Principles To Grow Your Business And Get Your Life Back



## Synopsis

Business owners want growth but fear it will take over their lives. Surprisingly, the only way to truly grow your company is to reduce its reliance on you - to scale. Jeff Hoffman and David Finkel offer a blueprint to rapidly grow your business while also gaining more freedom. Based on their own experiences starting, scaling, and effectively exiting from multiple successful companies, they provide seven clear principles that will help you determine the best strategy for growth in your company. They show you how to execute in the face of conflicting demands and multiple responsibilities. And they show you how to enjoy the freedom that comes from owning a business - without it owning you.

## Book Information

Audible Audio Edition

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## Customer Reviews

I recommend this book for any business owner seeking to break out of having the business run them! Utilizing principles in SCALE you can transition from working in the business to working on the business. I will recommend this book to my clients as a must read, must DO!

What a great book! It's a good read but greater than that it is a guide book. The thought process the book guides you through along with the free online tools the book links you to are priceless. The book also gives you examples of different businesses and how they implemented the ideas given to solve their problems, something I appreciate. Many books give you a lot of concepts for you to

figure out how to implement but this book tells you exactly what actions to take. I'm very happy I made this purchase.

Jeff Hoffman's book is a gem! Don't limit your business by doing everything yourself. Wrap your brain around expansion, delegating and creating a plan for growth. Having a strategy is key and you will find a step by step outline for evaluation, creating successful processes and implementation. So refreshing to know a power player who totally supports young entrepreneurs..Should be required reading for business schools.

It is an amazing book with clear instructions that are simple to understand and easy to follow. It's full of practical steps and examples demonstrating the powerful, profitable results you can achieve from following the steps outlined in it. I recommend it to anyone who wants to enjoy the process of fine tuning your business into a well-oiled profit machine while reaping the rewards that only an improved quality of life can bring.

In a sea of books that purport to unlock the mysteries of the business universe and turn your star into a star, this book stands out for its solid, no nonsense presentation of how to change your business and your future for the better. If you are looking for a 30 second quick fix, skip to Ebay and buy a magic wand. The prescriptions offered in this book take time, thought, effort and change in your beliefs and habits. You'll have to work. But, if you do, this is a stand out process for transforming your small business available. You won't find self-aggrandizing, generalities or platitudes but will find a proven process to transform any business. It's one of the very tiny number of business books I've read in years that actually deliver many of the secret of having a great business. Yes, I like it. Why? Because it follows the same general outline of the FocalPoint Business Coaching program developed by Brian Tracy that has changed the results for over a thousand businesses, you can count on it working for you -- if you do the work.

This book will give you a practical and specific roadmap to take any business to the next level. What I love about this book is that it also includes a series of online downloadable tools to help support you as you work with the book. It's packed with gems. My book has so many notes to myself in the margins... It would be impossible for anyone to read my copy. I've already suggested this to all of my coaching and consulting clients. If you are in the process of building your business and still want a life.... this book is the tool for you because it will save you time and money.

I'm a big David Finkel and Maui Mastermind follower, and LOVE the addition of Jeff Hoffman's voice in this book. Together with David, they've designed a guidebook that takes you from zero to 100 in steps that are easy to follow and implement. There are great specific examples of business owners' experiences that help you get the bigger picture. It's juicy, not the usual dry business book read.

David Finkel and Jeff Hoffman have created a step by step guide to anyone who wants to grow a sustainable business. I'm the former education chairman for World Presidents Association in the Western Region and I know what it takes to grow a multi-million-dollar enterprise. It does not have to be venture capital funded, it could be bootstrapped or started with \$100k and these tips and systems will add to the growth in ways which are easy to implement. I especially love the [www.scaleyourbusiness toolkit.com](http://www.scaleyourbusiness toolkit.com) resource for readers. Those tools look a lot like what I had paid high prices business consultants over the years.

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