

The Turnkey Revolution

How is it possible that one of the biggest restaurant chains in the world (maybe the biggest, I don't know) is run by teenagers that can't even keep their own room clean?

Talking about McDonalds, obviously.

I'm talking about running the whole damn restaurant. The managers aren't extremely skilled or intelligent or expensive, for that matter.

You know what's weird?

When I ask this usually people understand that it's about SYSTEMS.

BUT

[illegible]

One of the most asked questions that I get is.....

<drumroll>

How do I find good staff?

If you depend on having good staff... you're mostly FUCKED.

- 1 - Most people are lame.
2 - People die. And get sick. And get pregnant. And go insane. And go lame. And get girlfriends or boyfriends. Or their pets die. Or their leg falls off. They 'burn-out'.

So most either ARE lame... or they WILL BE lame in the future.

So if everything you build revolves around 'GREAT PEOPLE', you're fucked.

The business should be built around systems.

Now, when you start all of this stuff doesn't REALLY matter.

But the main issue is that people usually start and you start thinking about dumb shit that doesn't matter.

You, working alone, can easily scale your business to 6 figures. Let's say, for sake of argument \$100,000 - \$250,000. Depends on the business, and hours worked and transaction size.

There is a limit and when you hit that limit it's time to hire someone.

So you hire someone and HOPEFULLY that someone is an eedyat. Because you'll get to experience how important it is to fire people that don't fit in your organisation.

But, worst case... the person you hire is GREAT! Because you'll be giving that person more and more and more and more and more work. You'll overload that person. And one day, that person will go LAME. Maybe he goes commie.

The Road Less Travelled

Let's treat and build your business like you're planning to SELL it some day.

Anything that revolves around people is EXTREMELY hard to sell.
Anything that revolves around systems is EXTREMELY easy to sell.

As you grow you build the systems yourself. And you start off with the absolute most basic stuff that you do.

So, prospecting? That's a system. Content marketing? That's a system.
Client fulfillment? That's a system.