

THE HANDS-OFF CEO

Triple Your Fees and Profitably Scale an Exceptional Consulting Agency that Grows Without You

This Executive Book Summary covers how to:

- Have **100% trust in your team** to generate even better results for your clients without you.
- Identify your "profit sweet spot" clients who will pay **3X higher fees**.
- Have the **cash flow and profit margins** to replace yourself in key roles.
- What roles to delegate and what order to **sustainably add millions of dollars of growth** to your service business.
- [Consulting Agency Scalability Checklist](#) to show you **the order to safely exit yourself** from leadership in distinct areas of the business so you can profitably scale.

I wrote this book because there is a significant problem that other scalability approaches overlook.

Hi, I am Mandi Ellefson, creator of the *Hands-Off CEO™* service scaling method. Over the past decade, this framework has been battle tested to add millions of dollars of growth and tens of thousands of dollars of extra net profit every month for premium hard-to-scale consulting agencies.



CEOs who've experienced this first hand, share their story on *The Hands-Off CEO Podcast* that I host.

Most books on scaling are very broad and industry agnostic because publishers are looking for mass appeal, and larger readership.

The intention of this book is the opposite. We care about results and impact.

It's narrowly focused for CEOs who have figured out remarkable solutions to painful problems in their industries. They can solve them better than anyone else.

They are trying to scale complex knowledge that they've spent acquiring over decades of interdisciplinary training, experience, and testing. It's totally unique to you, so it's very difficult to pass on to someone else.

You're told that if you want to scale, you need to ... "Stop working in the business."

To most, that means to stop customizing the very solutions that create the impact for your clients that you've built your reputation on. It means to step back and watch results go from exceptional to just ok.

It often means going down market and delivering a watered-down version of your services for a client type who can't appreciate the expertise you're bringing.

**To most, sustainably scale services means becoming mediocre.
The Hands-Off CEO approach to scaling is for those who refuse
to accept that as their reality.**

Overcoming Barriers to Scale

What are you actually building???

You toil away day after day, year after year, giving long hours of your life to your business. But what does your business give back to you?

Maybe a nice income. Flexibility that a job can't give you. But do you actually have the lifestyle you want?

If you're building a custom business services company like a consulting firm or agency, I already know you're working too much. You aren't building wealth as fast as you'd like. Your spouse may be aggravated with you. You miss things with your kids or grandkids. And you've become so consumed with this business that loved ones around you silently (or not so silently) resent *your absence from large parts of their life*.

You keep thinking, "I've just got to get past this next thing... Then it will be better." Then, the busy season ends, and you hire that next person. You get past it, and after the dust settles, it does get a little better.

But then things heat back up again each time a key staffer leaves... Or a client is unhappy... Or you bring on an important account... And you're pulled back in.

Tom Shapiro shared his journey becoming a Hands-Off CEO.

This is an excerpt from the book foreword.

"I was working round the clock on what felt like a treadmill that never stopped. There was endless client work. On top of all of this, there was the continual need to focus on new sales.

Our marketing agency was generating strong results for clients. I was extremely happy about that. But the positive impact we were having on our clients' businesses was hiding an underlying problem. With me so involved in the day-to-day of the agency, we were lacking the systems and processes that would enable us to successfully scale the business.

It's one thing to grow. It's an entirely other thing to scale.

One of the things that makes the approach so uniquely effective is the focus on building an exceptionally strong foundation first. Identifying your most important work. Freeing up your time. Eliminating bottlenecks. Standardizing and streamlining key processes. Implementing more stringent hiring practices. Ensuring that you're strengthening your operations. And empowering your team for success.

Fast forward to today, and we've built a profitable seven-figure business that continues to

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grow year-after-year. We're 100% self-funded and have zero debt, with a war chest in the bank.

I no longer need to be so deeply involved in every aspect of the business, as we've built a team of all-stars.

What makes this book so different from other business books is the precision-engineered approach to service agencies. It's not the fluff that you see from many out there professing to be business gurus.

Instead, it outlines a process for galvanizing your business one layer at a time. From eliminating distractions to making more time for those initiatives that truly move the needle. From removing yourself as CEO from the day-to-day to empowering your employees. From being "busy" to being crazy productive.

The book walks you through a process for standardizing different aspects of your business so that you have the time and bandwidth to unleash your creativity and expertise. The result is a business with a strong foundation enabling you to scale, yet still delivers results far beyond any type of productized offering. And delivers results far more consistently than one where the services are reliant on the CEO being involved.

If you're the head of an agency or professional services business and you're finding yourself strapped for time and enveloped in endless day-to-day tasks, this book is a roadmap for transitioning into a different form of leadership. One in which you refine your focus, build systems, recruit top talent, empower your team, and collectively achieve more."

For Tom and many others, growth used to come at the cost of more stress and more hours from his life. Milton, who owns a successful high 7-figure consulting company put it this way...

"I want to be functioning more in the CEO role. But every time we take a little growth step or hire new people, I feel pressure to get more involved to make sure things are happening properly. I'm doing proposals, sales, marketing, financials, staffing. You know, just about every aspect of it.

We got to a point where I was working myself out of that and was able to work on the business— more on strategy and the relationship part of sales. But now that we've grown, I have to be involved in all that again. I am spending chunks of my day on tasks I don't feel comfortable handing off to anybody on my team right now. It was fine when we were smaller, but I'm now pulled back into everything, and I feel like the business is getting a little out of control."

Tom and Milton's stories are common. You think more growth will solve the problem, but without the structure, most entrepreneurs go through a crushing cycle of growth... get sucked back in... question yourself and your ability... grow again... and the cycle just repeats. Most never escape it.

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You will be increasingly stuck in your business as it grows or as the market changes. You will need to jump back in to fix things as they break unless you find a better approach to innovate and scale that provides you the freedom you crave and deserve.

Otherwise, you continue paying the very high cost of even more hours of your life and more stress.

You will be pulled into that same cycle, with everyone, including clients, coming at you in every direction, looking to you for answers.

You've put in your time and worked incredibly hard to get to the success you're at now.

But now you're tired and frustrated for how tied you are to the business, and how much the success of the business still rides on your time and energy. It's not the dream you signed up for when you started your business. And as much as you love what you do, maybe you resent it sometimes.

I'm going to give you something that no other book about building a consultancy or agency is going to give you.

I'm going to show you how to build a *World Class Consulting Agency* that scales— without watering down the innovation and exceptional results that you've built your reputation on.

I am going to show you how to leverage all your previous years of hard work, and how to do it relatively quickly. You'll see how to get free in your business even if it feels like you're stuck in a business that won't scale.

Why I'm Qualified to Speak so Boldly

You need to know who you're paying attention to. For the past decade, my firm Hands-Off CEO has supported our clients as they scaled team-led businesses as a vehicle for building real wealth, not just income that comes with the stress of trading your time for money.

I used to be shy about this, but in addition to all the clients we've helped, I've built a personal multi-million dollar net worth before age 40 by using these strategies (a 7-year process that included eliminating \$175k of debt). I share this only because you need to know that a company advising on wealth growth and freedom is led by someone who's qualified to speak on the subject.

Wealth is more than money.

Wealth is the freedom to truly enjoy the fruits of your labor, have income, make your health a priority, and have time to enjoy it all.

I'm going to show you how to do it through your consulting agency, which is something that most people don't think they can really do. Most people believe that building wealth through a service-based business is virtually impossible because you're trading time for money.

Yes, you must escape the time for money trap, and it is very possible. I know because I had to learn it the hard way more than once. (The story is in the full version of the book.)

We've since undergone a decade of testing, research, and fine-tuning to uncover the systems and mindsets that build freedom and wealth for service-based business owners.

What's come out is a proven scaling framework that I needed in my first business. We've since proven this framework in dozens of consulting agencies. Each time, we scale the agency without commoditizing it, free the owner while building their wealth, and position the firm to attract top clients willing to pay premium fees.

All without the owner working more hours to grow the company.

The *Scale to Freedom™* framework has enabled CEOs to work less hours than before (some half as many or less). They've added 6 figures of profits and created as much as 50% to 100% year over year growth as they free themselves to focus on what matters.

The framework gives them relief from a business that would otherwise eat them alive as they grow.

Wealth is not just high income, but an ability to stop working for years—without it impacting your lifestyle.

As the CEO, that's a life I enjoy, and it's why I get to choose to lead Hands-Off CEO as a personal mission and deep calling. My life's work is building a company to unlock the full potential of truly remarkable leaders—*including those on my own team*. To enable these leaders to build wealth and more abundantly impact the world.

If you don't have a desire to help others with your wealth, this process won't help you.

Team led businesses are a vehicle for building immense wealth for everyone the business impacts. We leave behind the old way of stress filled days of trading your time and money.

We were told that building wealth through a high touch service business is virtually impossible because most believe that there's no way to escape trading time for dollars.

While that may be true for them, with the right support, it doesn't need to be true for you.

If you play your cards right, you can have a business that can abundantly support you during the best times, and also the most trying times in your life.

Scaling is tough for any business, but it's even more difficult for a successful consulting agency.

It was true when you were just starting out. And now that you're close to, or are well past the \$1M mark, these obstacles can seem all but insurmountable.

That's because what has made your business great so far exists largely inside your own head.

It's your expertise, hard-won over years of creating exceptional results for your clients. The expertise that was so in demand that you started hiring contractors, and later employees, to help you deliver.

Your expertise is what your business is built on, but you can't get to the next level on expertise alone. In fact, **it's your very expertise that's keeping you trapped working IN your business**, instead of doing the work ON your business that will bring you the massive growth you know is possible.

Capacity - Growth Trap



This is the 'capacity growth trap' many subject-matter experts find themselves in as they try to serve more clients.

You need more STAFF who are well-trained to reliably service a larger number of clients with results you can be proud of.

Yet hiring these key staff members means you need more CASH. But to get that CASH you need to land more CLIENTS!

It can turn into an exhausting cycle if you aren't able to take steps to get out of it.

One CEO put it this way:

*"I'm **burned out**. I'm spread thin. Our process is dialed. We're getting **terrific results** every time. **The problem is, I feel like I'm over delivering**. It's taking **too long**. I'm too **stressed out**. I'm having a hard time figuring out who to hire next. **I just feel like I'm awash in opportunity and I'm drowning in stress.**"*

Escape this capacity growth trap with The 4 Scaling Factors

Over the past 14 years across 2 businesses we've conducted thousands of hours of research into the challenges that custom service businesses face when scaling.

We've spoken with hundreds of consulting agency owners to understand their challenges to find out what they've tried, and learned what has and hasn't worked.

We've seen every scaling model out there, and know their strengths and weaknesses. Most importantly, we've used this experience to develop a proven pathway to reach your scaling goals in the most direct, profitable, and sustainable way.

A sustainable scale strategy involves putting 4 key scaling factors into place.

1. **Time to Work on Strategic Growth** by working ON the business instead of IN it.
2. **Team Ownership** to bring your vision and growth strategy to life.
3. **Irresistible Offer** to make the right high value sales and generate sustainable growth.
4. **Scalable Delivery Strategy** to operationalize your service and increase quality.

A growth strategy including these 4 factors gives peace of mind that clients are well served, and the business is profitable.

Most advice on scaling doesn't take these factors into account at all. Which might work for a commodities business, where what's being bought and sold isn't your expertise. For such a business, getting ops and systems in place might actually be enough to scale.

But if you miss the first 3 factors you won't have time to focus on growth, and might never be able to generate the ongoing profits to be sustainable as you scale. You'll never escape the capacity growth trap.

At best you'll be growing far more slowly than you could.

At worst you'll struggle with burnout as the CEO fills in the gaps, and experiences frustration as profits decline, and the business outgrows your ability to deliver.

On the flip side, getting all four of these factors in place is what we've seen lead to sustainable, hands-off growth.

It All Relies On a Scalable, IRRESISTIBLE Offer

Scaling Factor # 3 is all about the best way for a custom service business like yours to grow: creating an **Irresistible Offer**. More details on how to build that, and a specific example in following pages.

Here are some of the impacts an Irresistible Offer has had on other custom services:

- **2-4X+** Price Increases... increasing gross margin
- **Longer contracts**... increasing client's results
- **Higher upfront investments**... for increased cash flow
- Attract your '**profit sweetspot**' clients... who are a joy to work with
- **Simplified delivery**... to boost capacity to grow
- **Better case studies**... so sales are easier to delegate
- **Client waitlists**... to confidently invest ahead of growth
- **Team leads delivery**... freeing us the CEO to focus ON the business, instead of working IN it!
- Foundation to **delegate sales**

With an *Irresistible Offer* in place, scaling becomes MUCH EASIER, and more rewarding as well. IT sets you up to grow your business by quantum leaps. Below is a checklist for the exact order to safely let go so you have 100% trust in your team to generate even better results for your clients without you.

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The Consulting Agency Scalability Checklist

This checklist shows you the profitable foundations to scale, and what roles to delegate, in what order. Delegation across exits is ongoing as your company evolves. Not a comprehensive list.

PROFITABLE FOUNDATIONS TO SCALE - *The CEO is responsible for driving this.*

- Growth & Exit Plan** - Evaluate your current growth stage and what you need to reach the next level.
- Find Time NOW!** - Free up 10 hours per week to invest in growth
- Install Execution Foundation** - Accountability structure to manage change and execute the CEO's vision:
 - Quarterly and annual growth plans.
 - Structure and meeting rhythms to manage staff to their job description and quarterly strategic objectives.
 - Raise the Bar conversation to create a culture of accountability.
- Irresistible Offer - Command a 50-600% higher price point.**
 - Define the right growth with an Irresistible Offer to double gross profits.
 - Simple Go-to-Market Growth Strategy.

CLIENT EXECUTION & BUSINESS OPERATIONS EXITS - *Leaders manage the areas below.*

Exit 1: Client Management + Project Management

- Task and Client Execution**
 - Delegate specific parts of client projects following detailed processes, or outsource to skilled producers.
- Client Service / Account Management**
 - Delegate client communication and project management.

Exit 2: Operations Management

- Standardize 80% of delivery by operationalizing *Client Success Map* into *Service Management Blueprint*.
- Ops Leader** - Manage Profitability, Quality, and Increase Capacity
 - Lead team to turn your vision into reality.**
 - Drive accountability with the five key responsibilities of your operations leader.

Exit 3: Client Strategy

- Clone your expertise.
- Build expert strategists from within with an Apprentice Training Program

GROWTH EXITS

Exit 4: Delegate Sales

- Refine Go-to-Market Growth Strategy.
- Define Sales Playbook.

Exit 5: Senior Leadership

- C-suite roles as company scales - CFO, CTO, CMO COO, CEO - (fractional to start)

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“Ok, how do you actually do that?”

Getting your *Irresistible Offer* in place sets you up to grow your business by quantum leaps. It’s the foundation for successfully scaling quality results and adding millions of dollars of growth.

We’ve discovered exactly how to achieve that growth quickly, and what to do each step of the way on your journey to becoming a truly Hands-Off CEO. At the end we share more case studies of this in action.

CEOs always ask for an example of an *Irresistible Offer* and how to use a “Client Success Map.”

I will model it for you below.



Notice as few things:

- *This forward of language used ie. “we’ll do this...” assumes qualification and high interest. It would normally be used only after you’ve determined ideal fit and the prospect asks for your offer. Otherwise you are suggesting that it’s for everyone, which discredits your promise.*
- *The Client Success Map includes a bold promise, who it’s for, what they get, and how long it takes. For some leaders, the timeframes may take longer. But this is the benchmark we manage our client engagements to.*
- *It’s outcome focused, not deliverables focused. Keep it simple by sharing details only after you’ve confirmed that you want to work with them, and both parties are aligned on the goals and outcomes.*
- *To sell based on value, not hours or deliverables, you need to lead the conversation and show a more expansive path. Not be reactive to client whims when you know a better way.*

First we need to free up time and build capacity. That will allow you to invest time in getting your business to *run without you.*

As we’ve already seen, with a high-touch service business like yours, the chief bottleneck to growth is more than likely *you*. By being too involved in service delivery, you’re constantly swamped with work that keeps you from focusing on what will truly help you grow.

But *how* are you supposed to step away from fulfillment when that is why clients buy, and is what actually makes your company money? How do you safely let go without client results slipping? How do you empower your team to increase quality?

1) Find Time + Create Your Hands-Off Growth Roadmap

First we uncover simple tweaks to free up 10 extra hours per week to invest working on growth with our *Find Time NOW!* process.

Our *42-Point Scalability Assessment* assesses where you are now, and the gaps to reaching your short and long term goals. Then we create a personalized Growth Roadmap defining your strategy to achieve your business goals and your next actions to get there.

2) Install Accountability Structures

We need to create a culture of ownership and accountability, so you can inspire the most output from your teams.

Otherwise you'll carry increasingly heavier loads as your company scales. Team can become bloated at this stage. We'll help you install the *Execution Foundation* to keep you nimble and inspire passionate ownership. You'll have simple, easy to use structures that accelerate execution, and bring order and accountability to the business.

This will focus growth and give you freedom to work on strategic activities in the business. (This step also builds upon any frameworks you've put in place with EOS, Traction, or other scaling foundational systems.)

3) Your Irresistible Offer

Next, empower your team with your *Irresistible Offer*.

As you saw above, an *Irresistible Offer* is absolutely crucial for achieving the kinds of hands-off growth that you're looking for. Not only is an offer like that easier to market & sell, but it makes it far easier for your team to seamlessly take over client delivery.

Because when you've got an *Irresistible Offer* in place:

- **Your team has a repeatable process to standardize and follow**
- **You can train new team members more quickly on your methodology**
- **You increase your bandwidth: creating more results for clients in the same amount of time**
- **The client gets your full capabilities without requiring hours of your personal involvement**
- **You can effectively delegate sales using it as the basis for a sales playbook**

The Power of 1's Formula™

To scale easily and profitably, you need to know what problem you are solving, for whom, and what you'll actually be delivering. If it's just "deliverables," you can charge at best slightly over market. If you give them tangible outcomes, you can charge a nearly infinite fee based upon the value of the problem you solve for them.

There are three parts to The Power of 1's Formula™:

ONE PAINFUL PROBLEM - we recommend million dollar problems

ONE PROFIT SWEET-SPOT CLIENT - who has access to money and is willing to spend it

ONE BOLD OUTCOME - made possible by your work together

It's very difficult to scale a custom services business if you're too wide in any of these areas. Otherwise, there is too much variability in your offers, systems, and delivery to pull off a quality service. It's the kiss of death that makes services mediocre, starting a chain reaction of attracting only mediocre clients and teams.

When you're focused on providing the outcome you're best at for clients - rather than solving any problem they bring you - then your team can feel like they truly know what to do. The confidence will show, and your clients will trust them more from sales to delivery.

Creating an *Irresistible Offer* doesn't fully free you from the day-to-day work involved.

4) Scalable Service Delivery

Growing your business actually increases the workload. There's no way around it.

In order to scale your service, someone needs to run the day-to-day...

But it doesn't have to be YOU!

So next you need to take your *Irresistible Offer* created in the last step, and operationalize it into a *Service Management Blueprint*.

That will define success so that your team can build clear systems for consistent quality. You'll have standardized delivery so that you can safely let go.

To truly take a step back from working *in* your business to finally work *on* it, you need to exit 2 areas of the business which we'll help you with.

Exit 1: Client and Project Management (Account Management)

Exit 2: Operations Management

In that order.

These tools allow you to direct your team to deliver quality services, without you. You will need excellent operations leaders who fit your values and culture and can shelter you from the noise of the day-to-day. We will supply your business with the tools and strategies to profitably run your business— *even when you aren't there.*

We will help you assess the gaps and level of seniority you need for your situation *right now.*

ie. Executive Assistant / Account Manager Hybrid / Operations Manager / Director of Operations / COO

What if I don't have the right person on my team?

No problem. We will help you determine *who you need, when to hire,* and provide the *whole system* for your team to install into your company. We will give you feedback at every step of the journey to attract the right people, and lower the costly risk of a mishire.

We will give your leaders the tools for a **better way to run your business.** Our process guides our team to *install our proven systems into your business for you.* Once you've got the right person in the role, you'll find that you can start stepping away from the day-to-day more and more.

Tom Shapiro owns a successful agency, but just had no time to run the business and to grow. His clients' results suffered when he wasn't the one managing projects, so he took on too much work. It was all just too stressful for him.

So he ended up scaling back the company so he could get his life back. Or so he thought...

Three years later, growth was stagnant with as much stress as ever.

After we helped him get things in order, he was able to hire an account manager who immediately took hours of work each day off Tom's plate. They've since developed her into a COO, doing a fantastic job of running the entire business!

His business went from really stressful to becoming "*bliss and zen.*" Following this framework gave him the ability to **double sales in just seven months.**

He's gone on to become a best selling author of two books. And, he's also increased net profits 600%.

In a very short amount of time, he was able to 100% trust his team. Tom is a testament for what's possible when you're committed, take the right actions in the right sequence, and have the right people in place.



We doubled our agency in 7 months.

“Being part of Scale to Freedom helped us double our agency in 7 months. But what was remarkable was that this happened during a very challenging personal time for me. Becoming a Hands-Off CEO has been bliss! I now 100% trust my team.”

-TOM SHAPIRO, STRATABEAT, BOSTON, MA

He didn't have to hire a six-figure operations manager out of the gates. With the right account manager, he got back hours each day to focus on growth and other priorities in his life. Then he was able to sustainably grow his team as he focused on strategic activities in the business.

This is the foundation for truly hands-off growth

An *Irresistible Offer* that your team is empowered to deliver, cash to invest ahead of growth, and a skilled operations manager that can keep the business running for months at a time.

5) Hands-Off Growth

This is where you really have the freedom to jump in and grow your business in ways that seemed impossible while you were still personally delivering on every project.

With the systems you've built in earlier steps, you can leverage an excited and empowered team to take bigger steps forward... faster and faster.

The great thing about your company is that you have a *unique approach that generates exceptional results*. The bad thing about your company is that it has a *unique approach that there is no existing training for*. It's often largely based upon the CEO's magic, which is difficult to scale.

We are going to fix that which will allow you to bring it to more people as you take your next two CEO exits.

Exit 3: Client Strategy

Exit 4: Delegate Sales

For Exit 3 we build upon the focused approach to systematize client delivery and your business's operations, and apply it to scale strategic roles in the company. *Apprenticeship Programs* are created to build talent internally by transferring knowledge into the business.

For Exit 4 we use your *Apprenticeship Program*, not only clone strategic roles, so you can scale execution. But then it forms part of a critical training pathway that allows you to develop your sales team into *strategists*.

Together with your *Sales Playbook* to focus your sales strategy, your sales team can intelligently connect with prospects, better understand their needs, and sell your *Client Success Map* at a high ticket price point, and with integrity.

Finally, You Can Enjoy a Passive Asset That Can Grow Wealth Without The CEO

This is where you're truly free to pursue your biggest dreams.

Where all the work you're put in is building time and monetary wealth payoff for you in big ways.

Where concerns like "landing one more client" or "covering payroll next month" are so far behind you as the CEO that the memories no longer hold any power.

Your team can handle the biggest projects - and they can go find even bigger ones for next year.

You've got a **legacy brand that** has grown to influence more people and change more lives than you ever thought possible.

You're considering new ventures & acquisitions.

CEOs at this stage who successfully complete these earlier exits, are invited into our private *Board of Advisors*. It's our elite tribe of Hands-Off CEO Graduates. We work on the next level of "inner game." They create "Hands-Off Ecosystems" to build wealth, accelerate profits, and leverage multiple streams of income.

Philip Did it and so Can You

Philip Nickerson's path to half the hours and 6X growth.

When we met, Philip was working an insane schedule to keep up with demands while traveling all over the Canadian Maritime Provinces. There were plenty of opportunities for growth, but not without more stress, and more hours. It was already a challenge for his young family.

Before becoming a Hands-Off CEO, Philip's time was constantly **consumed with working IN the business**. There was no time to grow the business. His expertise was so specialized that he was very involved in service delivery. There was also a limited budget to hire a high investment role they needed to expand.

Constantly on the move, he was just trying to keep up.

Philip's Transformation

Philip first found more time. Nothing was going to change until he was freed up to actually work ON his business. We helped him find three tweaks to quickly uncover *90 extra hours per month* to work on his business. He eliminated 38 overnight job site trips per year so he was able to be with his family more. And he empowered his team to **make decisions without him**.

We worked through what it would take to install a new delivery system without any breakdowns. He looked at everywhere it could go wrong, and created a startup checklist so things would go off without a hitch. This dramatically lowered the level of expertise needed to consistently deliver a quality service. And with *a lot less of Philip*.

What Philip accomplished

- Eliminated the need to hire another engineer, saving \$100k per year in payroll.
- Freed up **90 extra hours per month** to spend with his family, and invest back into the business.
- Delegated the most time consuming parts of projects that he dreaded.
- **Company grew 3.5X in one year – mostly utilizing his current team.**
- \$100,000 of extra profit in the following year in just the first quarter.
- **Company has grown beyond \$4 million with new initiatives that continue to expand growth.**
- He enjoys a lot more time with his family, **can take weeks off with zero impact to his business**, and enjoyed a dream vacation with his wife to Scotland.
- **He now owns a "Hands-Off CEO Ecosystem" of companies that run without him.**

Becoming a Hands-Off CEO is possible with a big vision for innovation, and an exceptional service. Even if you have serious challenges with finding and training technical staff to meet growth demands like Philip and many of our clients have.

Tanya - CEO Of Multiple Profitable Hands-Off Businesses

Tanya was overloaded in her agency. Profits were too low. She was overworked, but not bringing in enough to show for it.

First we helped Tanya find more time, and she got her weekends back. Then we helped her find \$87,600 in extra profits.

Then we helped her put in place the systems for her company to operate without her.

Tanya shared on our podcast that shortly thereafter, her young and vibrant husband suddenly died. She was left to raise her distraught teenage girls as a single mother.

Tanya was able to drop everything, and the team picked up the slack for her. The company ran 100% without her for nearly a year experiencing the strongest cash flow ever.

Tanya **sold the business**. Then applied what she learned to her husband's businesses and others she acquired.

Tanya now owns 10 other Hands-Off businesses because she's applied what she learned from Hands-Off CEO.

Acquiring multiple businesses and growing your own Hands-Off CEO ecosystem is only one option for stage 3.

You might be writing a book, embarking on a speaking tour, or refocusing on your family.

Whatever it is, you're no longer chained to your desk. Your family's standard of living no longer depends on you putting in long hours every single day. You've built durable, valuable assets, and they're bringing you the rewards you've always worked so hard to find.



This is what Scaling to Freedom really means. The freedom to take your business—and your life—in any direction you want, with absolute confidence you have all the resources you need to achieve your most ambitious goals.

Jamie's Business Faced An Unexpected Stress-Test

Soon after joining our Tribe and getting his *Irresistible Offer* in place, affiliate marketing agency owner Jamie got pulled out of his business for almost an entire month due to health and family matters.

If this had happened a year earlier, it may have spelled the end of the company.

Because Jamie had done the work to put the right team members and systems in place, the business ran like clockwork while he was gone. In fact:



Both organizations grew when I was gone. They both ran quite well. Things changed... New processes got added... New strategies happened. The leaders and the entire team were phenomenal!"

- Jamie Birch, JEB Commerce, Coeur d'Alene, ID

Thanks to the work Jamie did in *Scale to Freedom™*:

- The whole team has massively upleveled, and the company can RUN without him for weeks.
- His Irresistible Offer and dialed-in sales process are attracting clients that pay over 200% more.
- They **increased net PROFIT 40% in 9 months, despite losing half their clients due to Covid.**
- He's been able to successfully remove himself from business development and sales so his company can GROW without him.

This is what so many of our Hands-Off CEOs have achieved over the years.

Josh and Marcelo

- ▶ Require *highly skilled* research talent to staff projects.
- ▶ Compete against Google and Facebook for top tech talent.
- ▶ Developed an exceptional company culture to **attract most talented researchers in the world.**
- ▶ From selling research to selling using inclusive design to **save tens of millions in failed product launches.**
- ▶ Selling **multi-6 figure projects** to top tech companies. Added **\$1M of profitable growth** in the first 12 months.
- ▶ Develop skilled operations manager who can run the day to day of the business.
- ▶ Top talent is **generating new sales without them.**



Amplinate

Added \$1M in the first year and millions more in subsequent years

"Scale to Freedomi not only taught me the difference between working in the business versus on the business, but even more importantly, how to see the world (and thus my business) differently. I've learned just how important mindset truly is when prioritizing long term benefits to the business over short term monetary constraints.

"I've learned so much from Mandi and the Scale to Freedom program that I can barely recognize the person and the business I had when I started." – Josh LaMar, Amplinate

Hands-Off CEO of Multiple Businesses

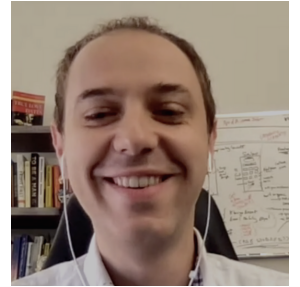
"I was working 80-90 hours a week and the work wasn't done. I was having to work weekends to catch up. Mandi really helped me streamline my operations the rest of the way and actually bring on people to help me with that process. I didn't actually have to do it all by myself.



"At this point, my business has completely transformed. My team has total buy-in. We've gotten to the point where new hires are trained by the other people on my team. I didn't actually have to do the training and they don't even report to me." – Casey von Neumann

2 Contracts worth \$96,000 in the few months of the program

"Before I joined Hands-Off CEO, I had a lot of time to put towards growing the business, but I did not have a strategy or plan. I was not sure if the actions I was taking as a CEO are the correct actions that will help me achieve our business goals. It was very stressful. After enrolling in the program, I gained absolute clarity on exactly what my role as CEO should be.



*I was 100% confident that every action that I'm taking will contribute to the company's success. That alone was very relieving and took off a lot of stress. Also now we have a very clear program to present to clients, we is the foundation of the new book we are publishing. **We've already signed 2 contracts worth \$96,000 in the few months of the program**, and I expect our investment **to bring us over a million dollars in revenue in the next year.**"*

– John Moussan, Great White Media

600% Fee Increase selling retainer packages into the six figures.



*"Thanks for everything you guys are doing to grow our business. We closed another deal Friday and are **now a little over \$44K ahead of all we booked last year (and it's only March)**! So the year has started extremely well with lots of wins. I'm currently delivering only 40% of the revenue (and our goal this year was to keep it that number at 50% or less). After this year we can continue to lower my percentage of the delivery. Rather than selling one product at a time, our new package enables us to sell a higher level retainer package giving us greater cash flow. Now we're even **selling retainer packages into the six figures.**"*

The Hands Off CEO program gives you the tools and systems to make your business more profitable—without you doing all the work." – Mark Arnold, On the Mark Strategies

Would You Like to Be Our Next Biggest Hands-Off CEO Multi-Million Dollar Success Story???

At this time publication, we have 3 ways we work with consulting agencies to scale profitably.

- 1) **Irresistible Offer 12 Week Intensive** - Immersive program with personalized support to get the right offer in place, the right pricing model to scale, and a *Client Success Map* that forms the foundation for your team to scale your company and delegate sales. This is the powerful foundation that connects all the processes in this book.

For companies \$500k+ per year in sales who want to attract clients who may more. Especially successful companies ready to remove sales from the CEO.

- 2) **Scale to Freedom** - comprehensive ongoing growth program covering the contents of everything covered in this book summary, including foundations to scale and Exits 1-4.

Qualifying CEOs have million dollar companies, and finding new business is not their biggest challenge.

- 3) **Board of Advisors** - for Scale to Freedom graduates building 8-9 figure companies, scaling Tech Enabled Services, or otherwise working toward a lucrative business exit.

If you would like our help to implement the proven strategies outlined in this book into your business, apply to have a complimentary *Scalable Growth Session* with my team.

We'll deep dive into your business and assess your current situation and help you immediately see the possibilities in your situation to sustainably add millions of dollars of profitable growth to your business.

If it looks like a good fit, we'll share options to partner together to help you Scale to Freedom.

[Handsoffceo.com/scale](https://handsoffceo.com/scale)