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# BUILDING YOUR EMPIRE

HOW TO SCALE YOUR  
BUSINESS WITHOUT  
LOSING YOUR SH\*T

Empire Builder Coaching

veronicakirin.com



**Small  
Businesses**  
are so cool!

## Our Potential...

- Pay lower taxes.
- Work the hours you want.
- Change the world for the better.
- Work from anywhere in the world.
- Capless income potential.
- Do what you *believe* in.



70%

of business owners  
struggle with burnout

## The Unimaginable Loss

- Your brilliance ground down by stress.
- You doubt your capabilities.
- It's hard to get out of bed.
- Your work has no impact.
- The world stays the same.
- What happened to the freedom?

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# ABOUT VERONICA

Serial entrepreneur since 2010. // Croatian American. Forbes Next 1,000 List. // Scaled my tech company to a 10hr workweek; sold in 2018. // Work with entrepreneurs around the world to scale their businesses to expand their reach and maintain their freedom.

ENTREPRENEUR  
COACH



veronicakirin.com

# Myths About Sealing

NO.1

Must involve hiring.

NO.2

Requires an enormous budget.

NO.3

Creates more work for the founder.



# Foundations

of Empire Building™

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# Foundations

of Empire Building™

(AKA. GET YOUR SH\*T TOGETHER)

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# empire /'em.pī(ə)r/

an extensive group of offerings created by a single authority, such as an entrepreneur, change maker, or innovator, that create extensive impact across their field







# Foundations

of Empire Building™

## The 70-Year Business Plan

- Everything you've ever done is relevant.
- You don't have to do everything NOW.



# Foundations

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## The 70-Year Business Plan

- Everything you've ever done is relevant.
- You don't have to do everything NOW.

## Skyscraper Theory

- Stacking the plan, starting with the lowest barrier to entry.
- Connect every 'floor' with multiple methods for engagement.



# Foundations of Empire Building™

## Stop Doing So Much Sh\*t



Most of us default to our corporate templates.



Hustle Culture tells us "busy-ness is better," but how busy you are means absolutely nothing as an entrepreneur.



Use the Scientific Method of Business™ to prove what's truly useless.



# Three Pillars

of Business Scaling™

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# Three Pillars

of Business Scaling™

(AKA. KEEP YOUR SH\*T TOGETHER)

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# scaling /'skeɪlɪŋ/

growing the business in a smart and healthy way so it can take on more clients, customers, and opportunities without requiring more of your time (and often reducing your time)





# Three Pillars

of Business Scaling™

## *Pillar One: Automation*

Leverages cheap or free technology to manage recurring tasks that do NOT require human intervention.



Frees hours that can then go toward greater wealth creation (or vacation).



Look for tools that are scalable or bring more to the table.



# Three Pillars

of Business Scaling™

## Pillar Two: Systems

Combines automation with well-documented processes that, at some point, require human intervention.



Frees the mind to stay in 'creative visionary' space.



Systems are study-able, freeing you to use the Scientific Method of Business™.





# Three Pillars

of Business Scaling™

## Pillar Three: Hiring


Outsources work that requires human intervention (but not YOU) from your plate.



The better documented your systems, the faster and easier training will be.




The more tasks that are automated, the better your budget for hiring.



# Self Care

through Scaling™

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# Self Care

through Scaling™


(AKA. DON'T LOSE YOUR SH\*T)

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# self care /sɛlf'kɛ:/

entrepreneurship takes creative energy, responsibility, and leadership — we are constantly giving our energy and time, which means we must regularly restore it — scaling provides the time and space to do so





# Self Care

through Scaling™

## The Human 24-Hour Limit

- Not everything needs to be done today.
- Plan your ideal day, then stick to it.



# Self Care

through Scaling™

## The Human 24-Hour Limit

- Not everything needs to be done today.
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## Partner / Family Dates

- Plan dedicated time for each family member / significant other.
- Block time on your calendar for yourself. Do not let anyone access that time.



## JOIN US INSIDE SCALING:LAB

The only online membership that combines a global community, a growing academy, and group coaching to demystify scaling for business owners. Use the QR Code to join.

# LET'S CONNECT