

GROWTH ENGINE BUILDER



GROWTH ENGINE BUILDER



Hey, I'm Ryan Deiss, and I help Entrepreneurs build "operating systems" so they can scale their businesses without sacrificing their souls.

Let me ask you, "How do customers happen in your business?" This is the question all entrepreneurs should be asking but rarely do. I had to learn this lesson the hard way...

Early on as an entrepreneur, I had a lot of success, but as shifts were made in the industry, everything that was working stopped working. I panicked and started trying every tactic, piece of software, or consultant. Nothing worked, and I had driven us further and further into debt.

It wasn't until I remembered a conversation with a friend that had said, "All the best business ideas were conceived on a napkin." The small simplicity of a napkin forces you to focus on the core value creation pieces that matter.

So, at the brink of bankruptcy, I simplified my entire business to one single napkin and worked that plan until I had my first 7-figure year and got us entirely out of debt. And it's the same process I've used to generate hundreds of millions in sales over the last ten years. Now it's your turn...

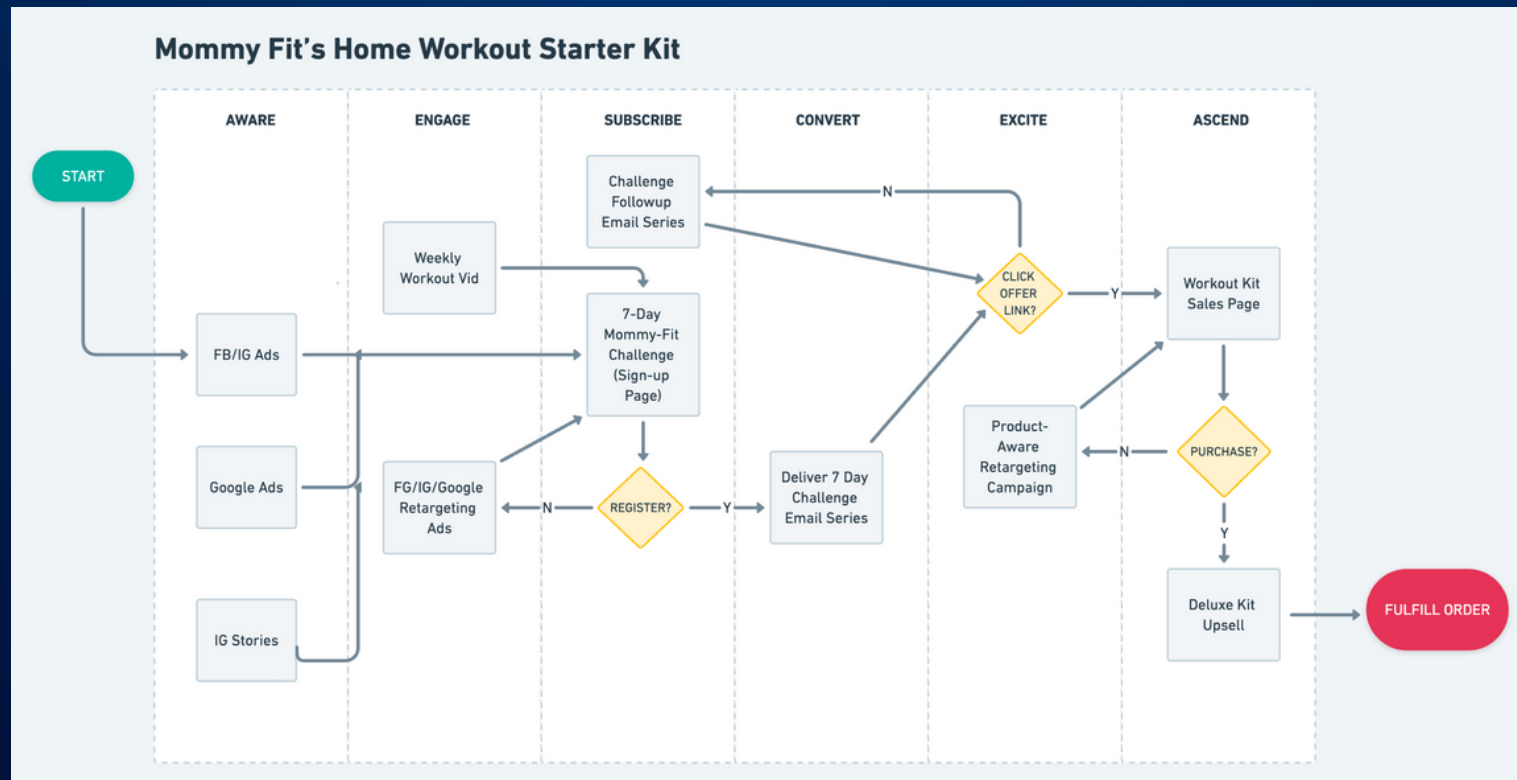
The Growth Engine Builder will help you design and document a proven customer acquisition system that generates a consistent, predictable, and growing flow of new leads and sales on autopilot.

By the end, I'll guarantee you'll never underestimate the power of simply documenting how customers happen in your business.

Ryan Deiss

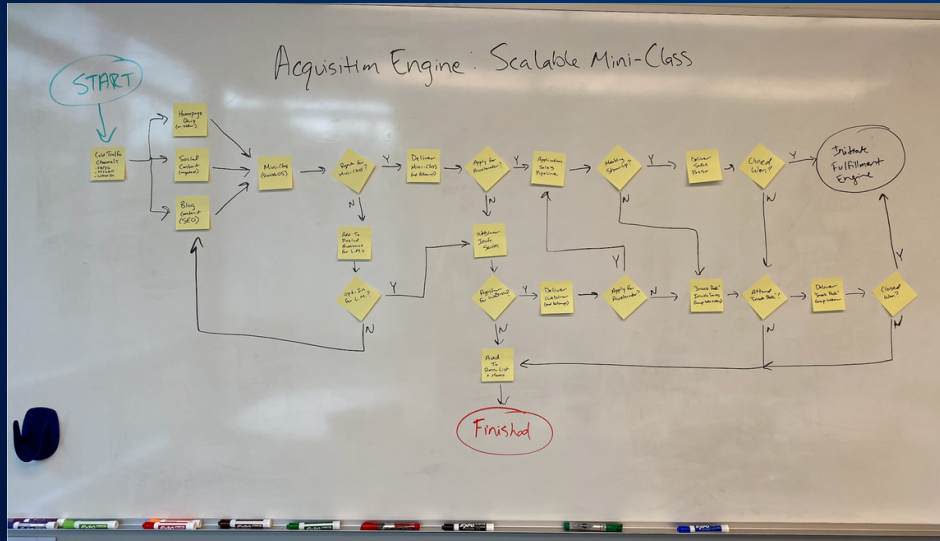


WHAT IS A GROWTH ENGINE



A Growth Engine visualizes the customer acquisition process from the first moment of awareness until the final sale is closed. Growth Engines provide a visual answer to the question that every business should be asking, which is... “How do customers happen?”

WHAT IS A GROWTH ENGINE

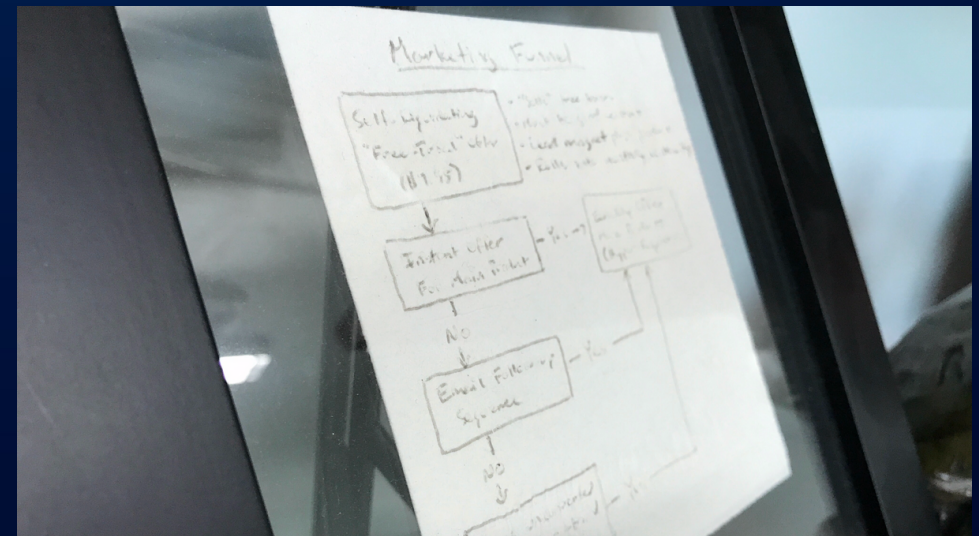


Most Growth Engines end up being mapped with a fancy tool, like the one I showed you before, but they don't start there.

You can start yours on something as simple as a whiteboard...

...or if all else fails, you can use a napkin. :)

Just make sure you NEVER underestimate the power of simply documenting how customers happen in your business. Now, let's dive into how to map yours...



5 STEPS OF A GROWTH ENGINE

1

IDENTIFY
THE ENGINE



2

DEFINE
THE GOAL



3

PINPOINT
THE STEPS



4

CONNECT
THE DOTS



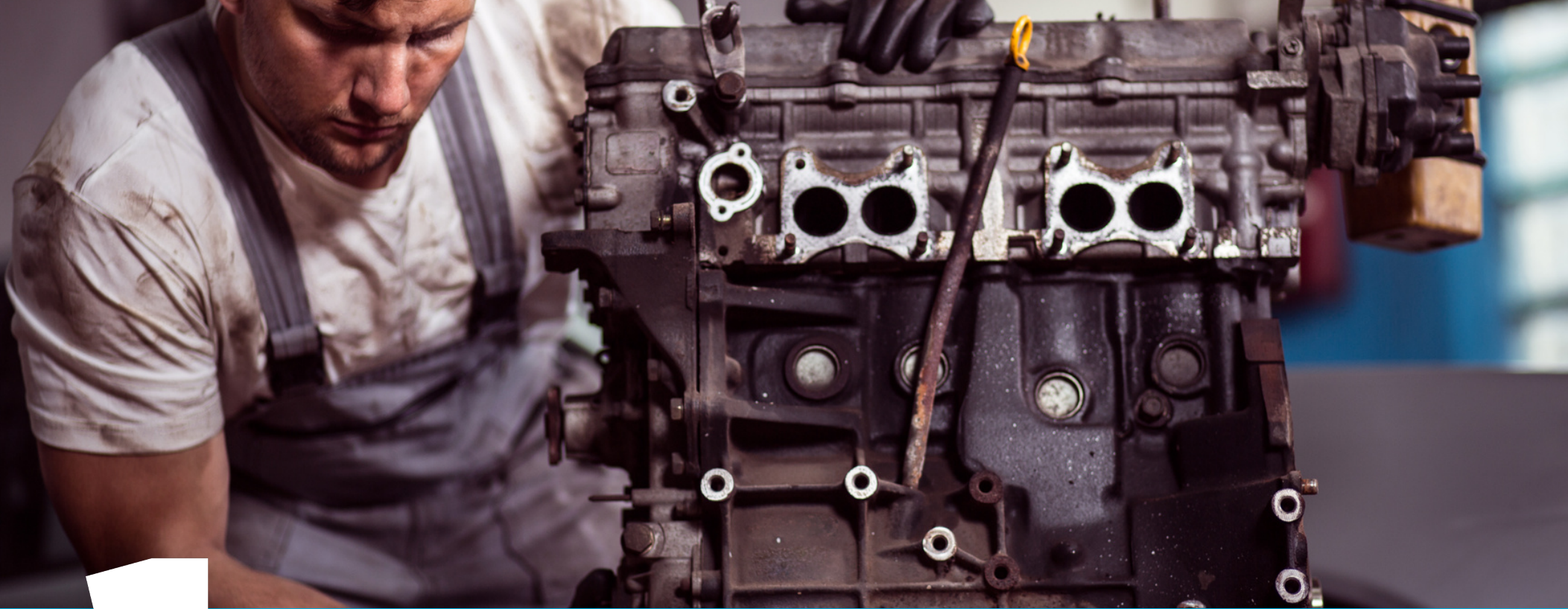
5

REVIEW
& OPTIMIZE



*NEED HELP SCALING
YOUR BUSINESS?*

BOOK A SCALE UP SESSION NOW!



1

IDENTIFY THE ENGINE TO BE MAPPED

How do customers happen?" This is the question we are answering when we map our Growth Engines. Growth Engines visualize the process by which new customers are acquired and sold.

The process of mapping your Growth Engine is a bit like rediscovering a lost treasure map. That's what we're doing! We are creating a map to the long-lost treasure that is an endless stream of customers and clients.

We recommend starting with the Growth Engine for your best-selling product or service. It's common for a business to have multiple Growth Engines, so choose the process responsible for the most significant chunk of your sales.

For example, if you sell the same widget via webinars and trade shows, but webinars make up a larger percentage of your sales, then map the webinar Growth Engine for now and do the trade show one later.





START

FINISH

2

DEFINE TRIGGERING & ENDING EVENTS

As the name suggests, the triggering event initiates the process, and the ending event is the final action that concludes the process.

For Growth Engines, it's common for the triggering event to be a prospect seeing a Facebook, Instagram, or Google ad, and the ending event is typically a purchase or closed sale.



While it may seem simple, don't rush this step. If you dig a little deeper, you'll often find that what you think is the beginning is actually a few steps into the process, and what you believe is the end is a few steps short.

Ok, once you know the engine you're mapping, and you've defined the Triggering and Ending Events, you're ready to move onto the next step, which is...



3

PINPOINT TASKS & ACTIVITIES

This is the fun part. Once you have identified the beginning and end of your process map, you point at the triggering event and say...

"Ok, this is where we all agree this Growth Engine starts, but...then what happens?"

I want you to say it with me...

"Then what happens?"

This is the only phrase you truly need to know.
"Then what happens?"

As you answer the question, simply write it down as the next step of the Growth Engine.

Occasionally, you may have missed a step and, when that happens, just go back and add it in.

Keep going until the answer to "Then what happens?" is "It depends." That's the next step...





4

ADD GATEWAYS & CONNECT STAGES

When the answer is, "It depends," that's a clue that you have reached a decision point or gateway, denoting the different directions the path could take.

For example, when we're mapping Growth Engines that involve registration pages or other forms of lead capture, it's common to see a decision point with the word "Opt-in?" or "Register?" to denote whether or not a given

visitor gave us their contact information, meaning they're able to proceed onto the "Thank you page" or bailed out of the process, in which case we can choose to follow up or just end the process.

Either way, keep asking, "And then what happens?" until you bridge the gap from the Start to the End.

Once you're finished, congratulations...you have mapped your first Value Engine.





5

HOLD A STAKEHOLDER REVIEW

Having all Growth Engine drafts reviewed by any missing stakeholders before they are finalized is critical.

If everyone is in the same office, this can be as simple as bringing them into a room where the Growth Engine can be shown.

If you're not in the same office, then a picture should suffice.



Either way, the question you ask to kick off the Stakeholder Review Meeting is always the same... "What are you currently doing that isn't represented on this flowchart?"

In a perfect world they say, "Nothing, this looks great!" and you move on. If they do notice a missing stage or activity, determine if it is a missing major step or if they're describing a sub-step of an action or activity that's already represented on the Growth Engine.

VALUE ENGINE PLANNER

NAME: _____ DATE: _____

COMPANY: _____

ENGINE NAME

Grid for writing the engine name.

- GROWTH
- FULFILLMENT
- INNOVATION

DESCRIPTION

Grid for writing the description.

ACTIONS/ACTIVITIES

Grid for writing actions/activities.

TRIGGERING EVENT

Grid for writing the triggering event.



ENDING EVENT

Grid for writing the ending event.

WANT SOME HELP?

Now, I'm going to make a bit of a bold assumption that the reason you requested this particular tool isn't really for the tool itself...it's about the bigger picture.

Specifically, it's about a bigger picture of how to systemize your business to scale to the next level.

At The Scalable Company, that's what we do. We produce tools, models, and frameworks to help entrepreneurs systemize their businesses to remove themselves as the bottleneck in their business.

If you feel like you're stuck, if you feel like your business just isn't moving as fast as it should, then I want to recommend that you schedule a 15-minute Scale Up brainstorming session with my team.

Together, we'll figure out the one thing holding your business back and build a plan for eliminating it. And if it makes sense, we can chat about how we can help you implement that plan.

Click the link below to schedule a time today!

[**BOOK A SCALE UP SESSION NOW!**](#)