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From sleeping on a gym floor to selling a company for \$50M (in just 3 years), meet Alex Hormozi, gym bro turned entrepreneur/ author. I just plowed through his book, video course, & YT channel.

Here are 6 lessons for creating a service business that actually scales.

So what's up with this Alex Hormozi guy? He got his start teaching gym owners to improve their biz ops (think gym franchise-ish). Since then he's built (and sold) multiple 8-figure service businesses using the same methods. And, you guessed it...

He wrote a book about how he did it all. These days he's acquiring and scaling other businesses using his model. And along the way, he's dropping marketing/sales bombs all over social media & podcasts.

Here are the best nuggets I've found so far:

1. Business dials

- a. Alex's business went through many iterations, and they were not all created equal.
- b. Personal training (\$) To building a gym (\$\$) To building other people's gyms for them (\$\$\$) To teaching other people to build gyms for themselves (\$\$\$\$)
- c. Notice anything? Similar businesses, different outcomes.
- d. Audience, pain, solution these are just dials.
- e. Our job is to turn the knobs until we find a combination that works.
 - i. How valuable is the problem you're solving?
 - ii. How capable is your audience of paying for the solution?
 - iii. Experiment.

2. Avoid commoditization

- a. As a service business, commoditization is our #1 enemy.
- b. Why? Because once you're a commodity, pricing becomes your only lever for differentiation.
- c. From there, it's a race to the bottom.
- d. To avoid that trap...
 - i. Your business needs to be "incomparable."
 - ii. And according to Alex, the best way to do that is to niche down.
 1. Productivity course (\$)
 2. Productivity course for SaaS sales specialists (\$\$\$)
- e. How are you differentiating your service from the rest?

3. Sell the outcome

- a. When I first read this I thought--cool I've heard this 1000 times.
- b. Then I looked at my last pitch deck.
- c. What do ya know... here I am STILL selling "websites" when I should be selling "greater brand affinity" or "increased conversions."
- d. Alex didn't sell a gym membership, he sold results:
 - i. "Lose 6 lbs in 30 days"
- e. What is your customer's ideal outcome?
- f. How can you position your offer to sell that instead?

4. Starving crowd

- a. "You don't want to create demand, you want to channel it."
- b. Choosing the right audience will make or break your business.
- c. If you find yourself having to convince your prospects that they have a problem...You're dead in the water.
- d. When picking a market, you want to pay attention to 4 things:
 - i. Pain (How bad does it hurt?)
 - ii. Purchasing power (Can they afford to solve it?)
 - iii. Ease of access (Can you find them easily?)
 - iv. Growing (Where is the market trending?)
- e. Nail this & life gets much easier.

5. Delete doubt

- a. When it comes to sales, doubt is your greatest obstacle.
- b. I simply don't have confidence that what you're selling will give me the result you're promising.
- c. That's it.
- d. Solve that problem and you solve sales.
- e. The best way to do this is by offering a guarantee.
- f. Alex breaks down a wide variety of guarantee strategies (with varying levels of cringe), but one stood out. The conditional guarantee. Here's how it works...
 - i. Identify the 3 actions that if your customer takes they are most likely to get the promised results.
 - ii. Now make your refund contingent on them taking those actions.
 - iii. Result: Land \$10k client
 - iv. Conditions:
 1. Double your rates
 2. Commit to a \$2k ad spend
 3. 100 cold calls
 - v. At the end of the day... these are pretty traditional marketing/sales lessons.
 - vi. But they are good lessons.
 - vii. And most of us are not applying them.

And ya know, it's refreshing to hear from someone who's not trying to sell you a \$10k course. Check out his book to learn more...

\$100M OFFERS

ALEX HORMOZI

HOW TO MAKE OFFERS SO GOOD PEOPLE FEEL STUPID SAYING NO

To summarize: if you want to unlock quicker growth with your service business:

1. Experiment with your model
2. Avoid commoditization
3. Sell the outcome
4. Find a starving crowd
5. Make it no risk