



Tripling Your Revenue

Welcome!

Our webinar will begin shortly.

**stay updated on future webinars www.growwithgazelle.com/school*



Tripling Your Revenue

Today's webinar is presented by:

George Buss & Timothy Barnes

2-year Process

(application for today's webinar)



The \$300,000 piano service business (one-person show)



What does it take?

\$30,000

\$100,000

\$300,000

\$1,000,000



What does it take?

\$30,000

\$100,000

\$300,000

\$1,000,000





gazelle
all-in-one business management software
for piano technicians

Your guide to building an amazing piano service business
George Buss & Timothy Barnes



Why triple revenue?



Why you can't
3x revenue?



3x'ing revenue is easy if:

1. Know your potential



3x'ing revenue is easy if:

1. Know your potential
2. Assess the right problems

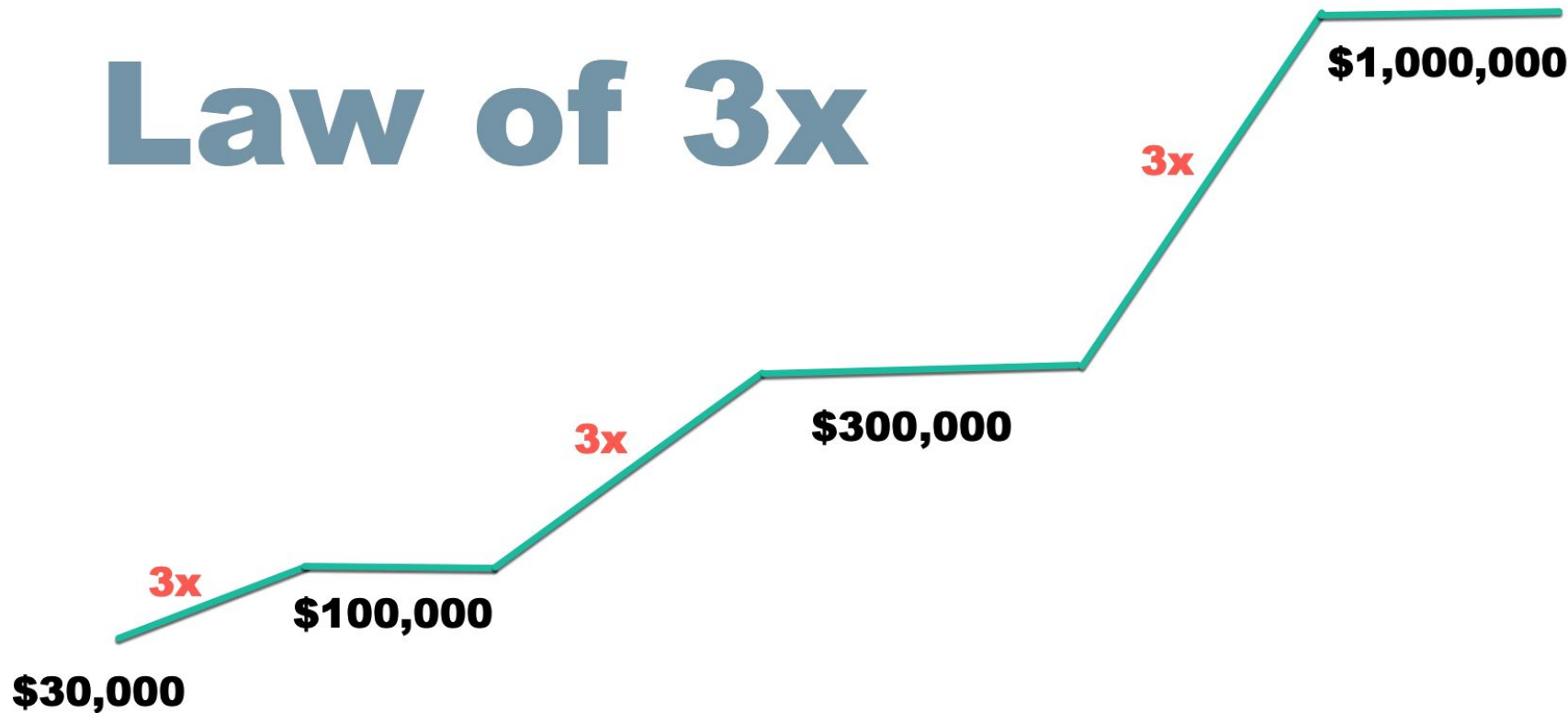
3x'ing revenue is easy if:

1. Know your potential
2. Assess the right problems
3. Stop shooting in the dark

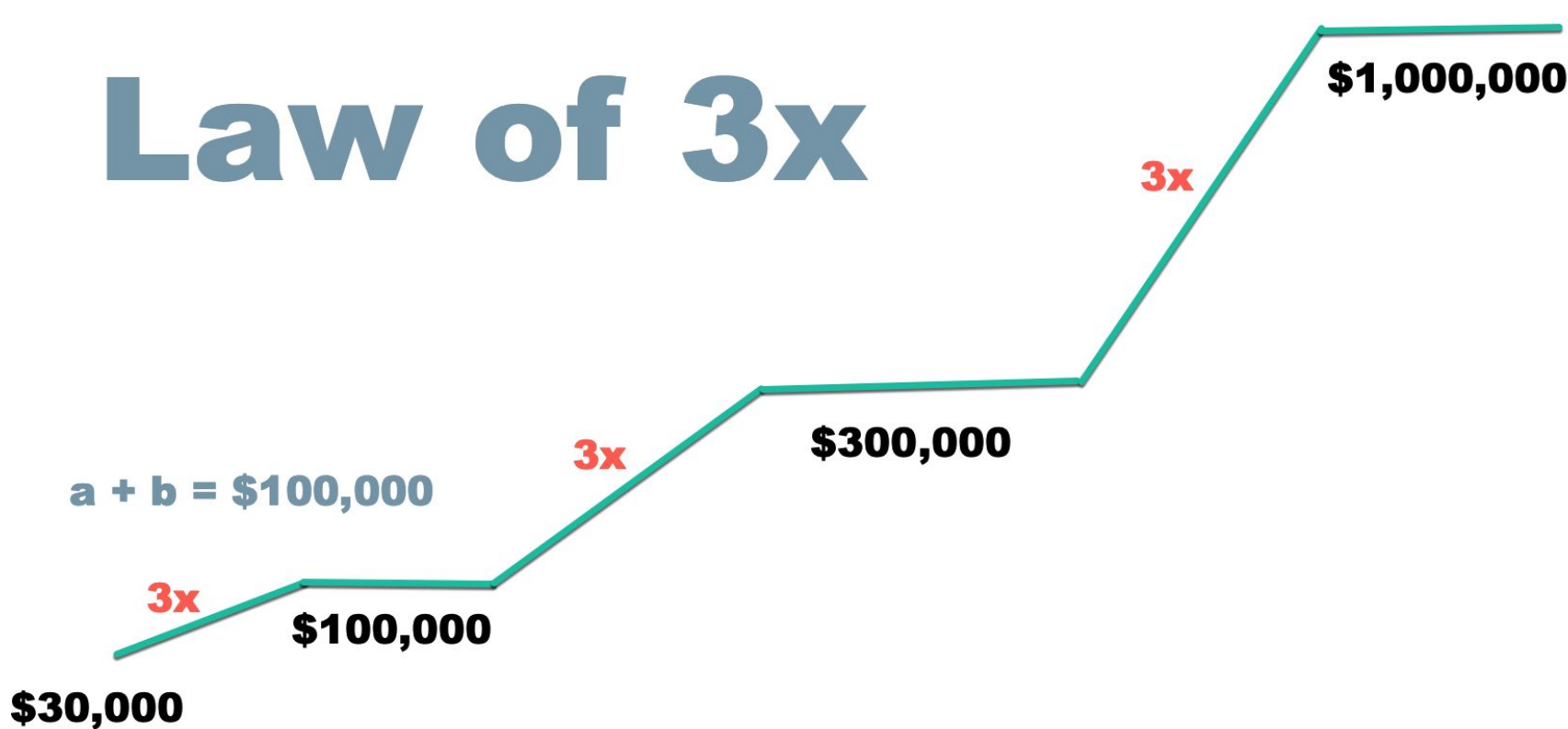
Is it really this easy?



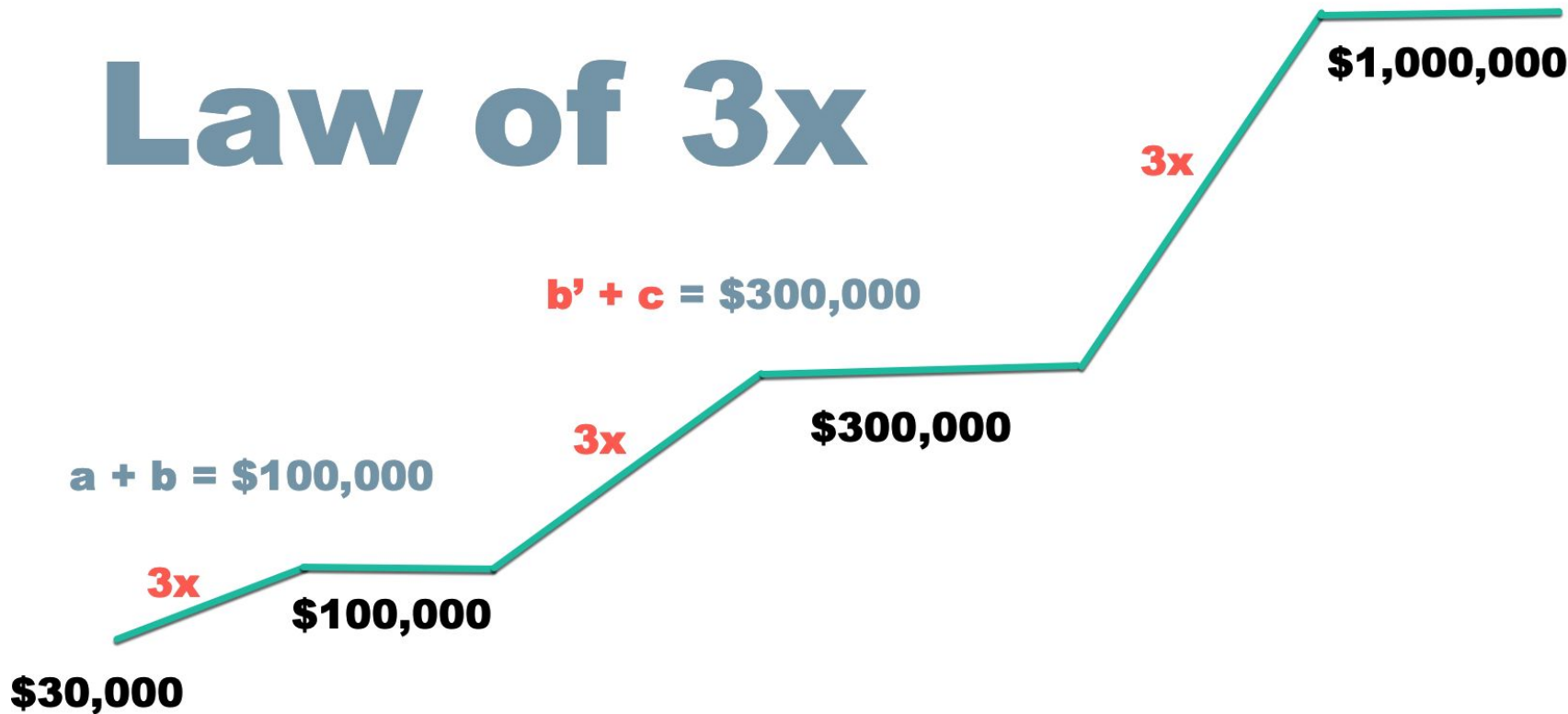
Law of 3x



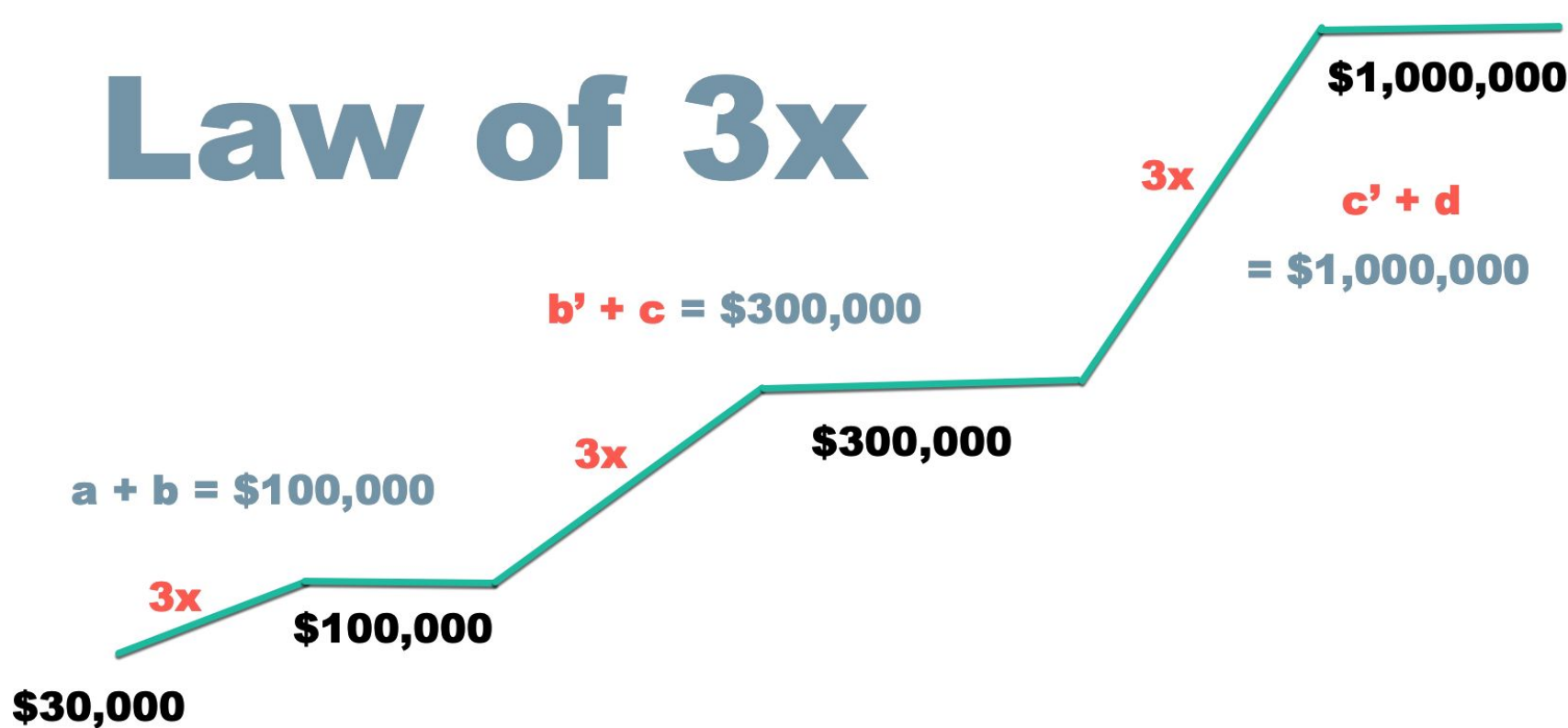
Law of 3x



Law of 3x



Law of 3x



“

You can see this exposed in the
behavior of every company.



To change or
not to change...



Business Personality Types



Business Personality Types

1. \$30,000

Business Personality Types

1. \$30,000
2. \$100,000

Business Personality Types

1. \$30,000
2. \$150,000

Business Personality Types

1. \$30,000
2. \$100,000
3. \$300,000

Business Personality Types

1. \$30,000
2. \$100,000
3. \$300,000
4. \$1,000,000

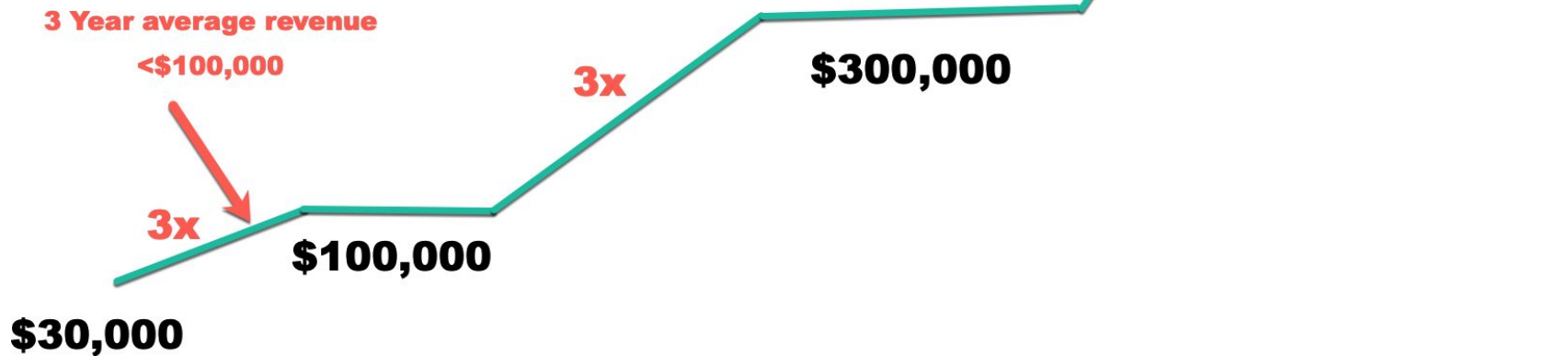
What kind of
infrastructure do I have?



Business Personality Types

1. Revenue

Law of 3x



Business Personality Types

1. Revenue
2. Make it easy

Business Personality Types

1. Revenue
2. Make it easy
3. Automation

Business Personality Types

1. Revenue
2. Make it easy
3. Automation
4. Simplicity

Business Personality Types

5. Branding and identity

Business Personality Types

5. Branding and identity

6. Client acquisition costs

Business Personality Types

- 5. Branding and identity
- 6. Client acquisition costs
- 7. Leadership potential

Business Personality Types

- 5. Branding and identity
- 6. Client acquisition costs
- 7. Leadership potential
- 8. Employee training

Business Personality Types

9. Entrepreneurial focus

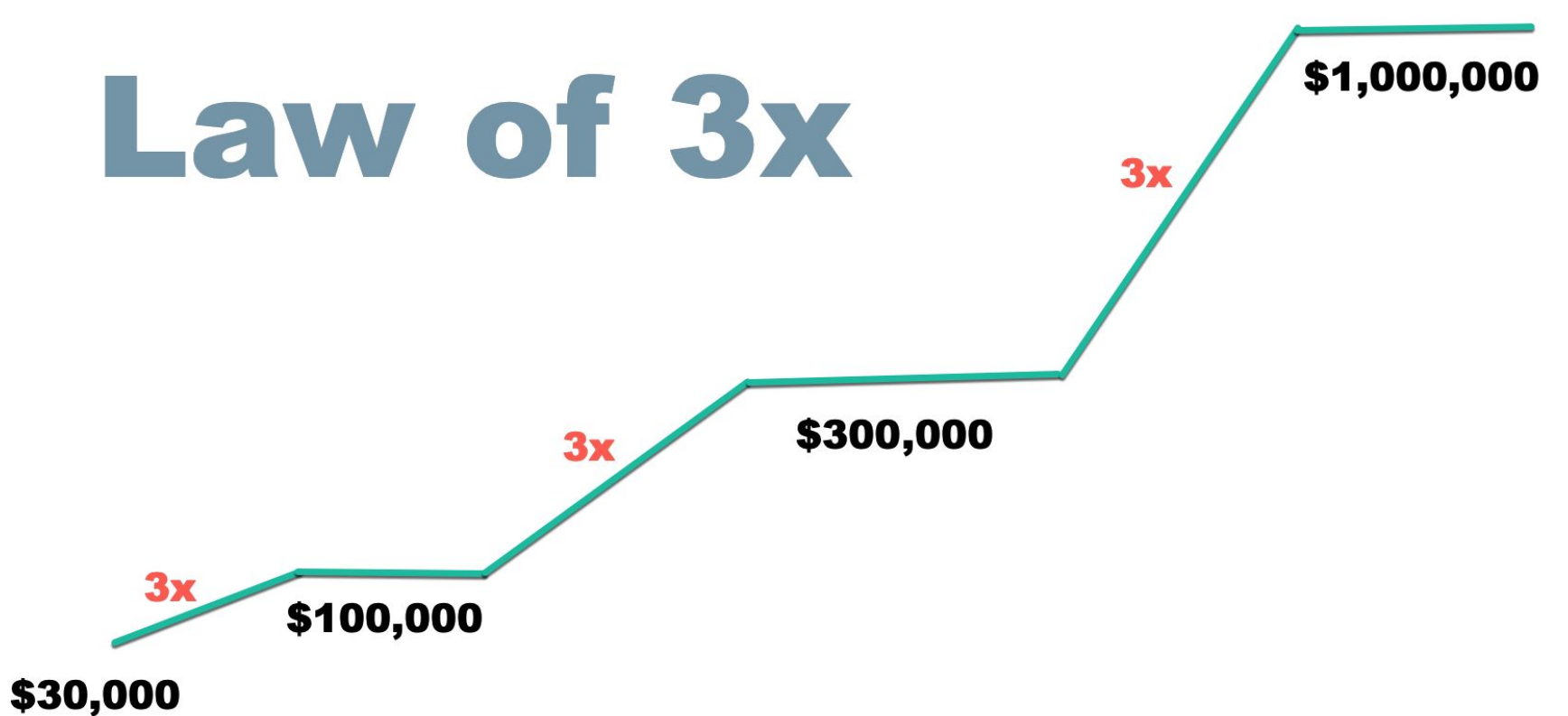
Business Personality Types

- 9. Entrepreneurial focus
- 10. Profit

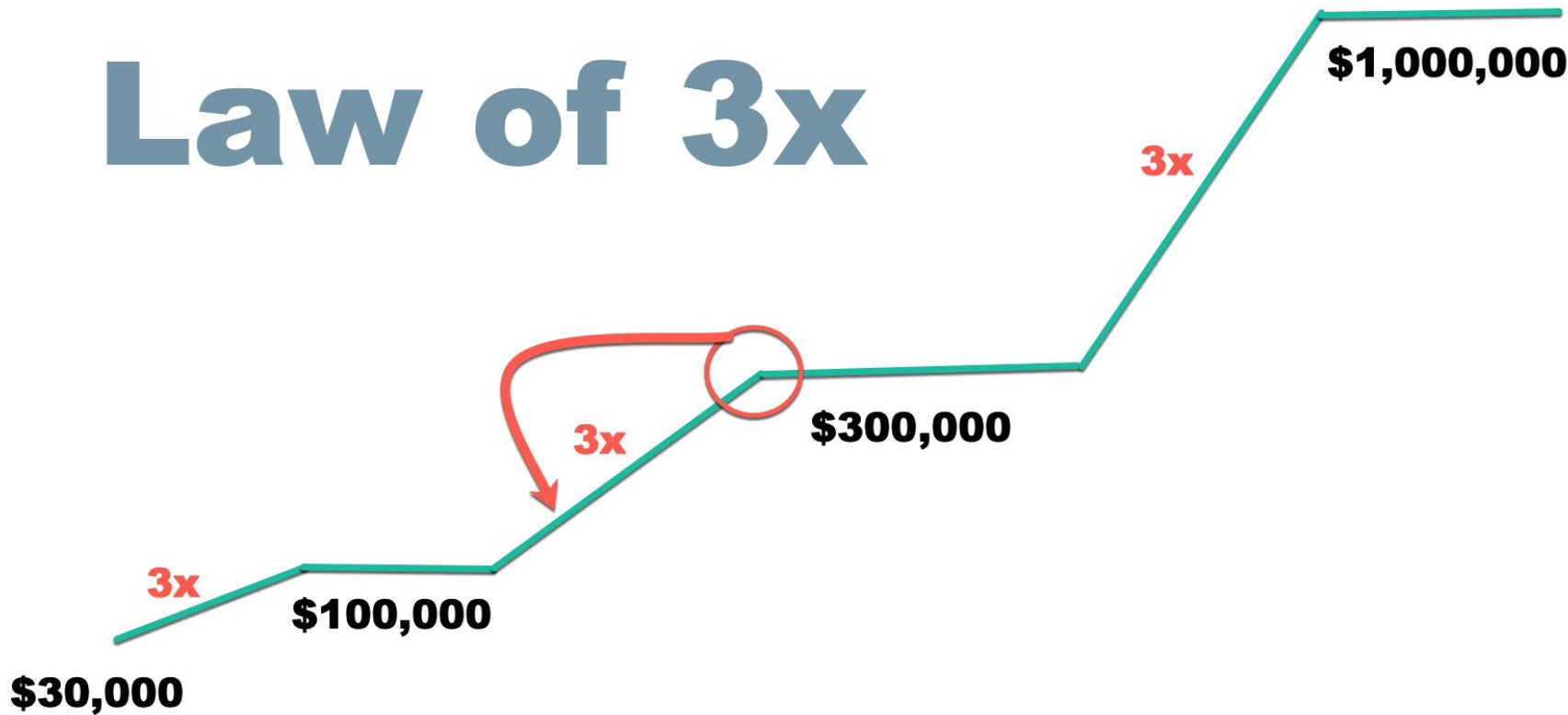
Asses the right problems



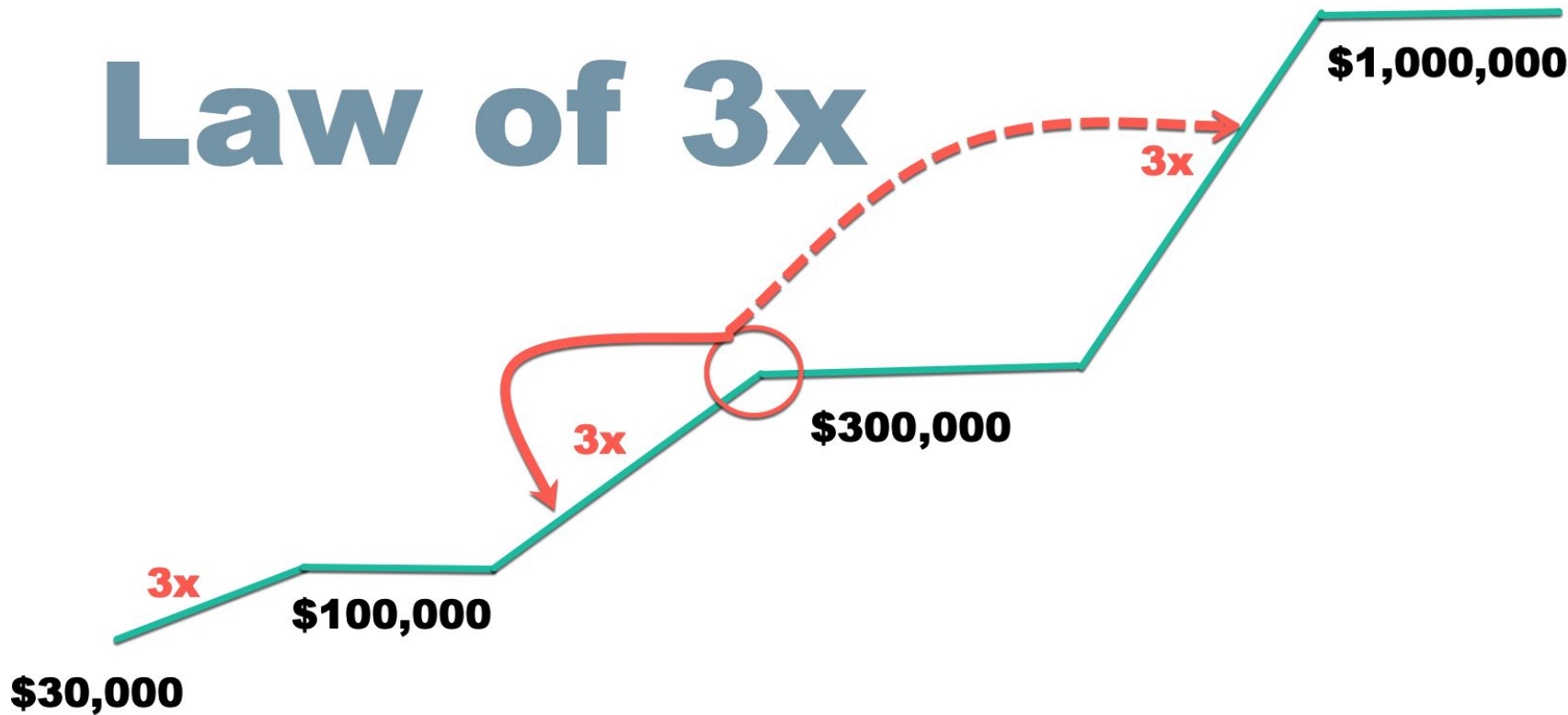
Law of 3x



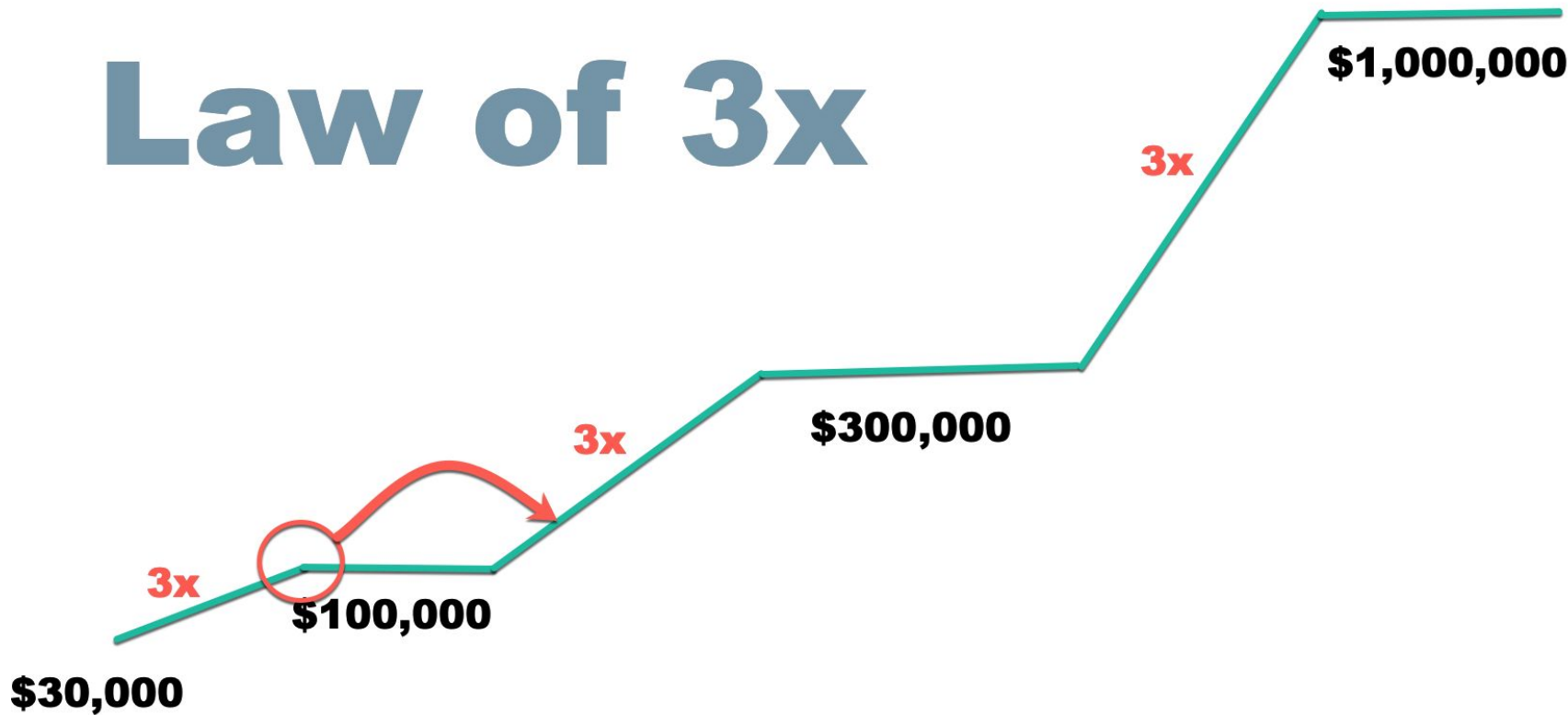
Law of 3x



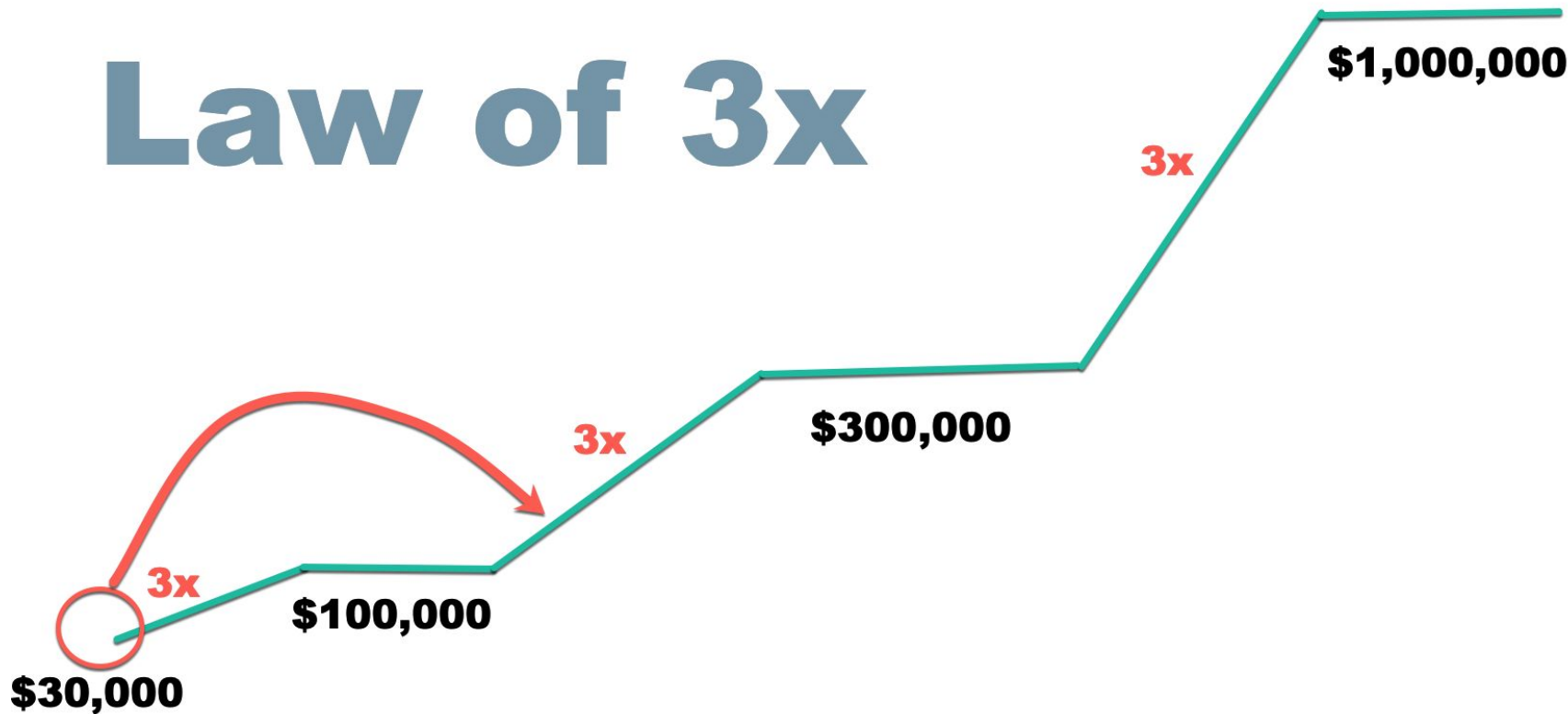
Law of 3x



Law of 3x



Law of 3x



Stop shooting in
the dark





Use your past revenues as a
benchmark.

The “Dip”

(the “Trough of Despair”)



The “Dip”

1. Work harder



The “Dip”

1. Work harder
2. Work smarter



**This is why
profit matters!**



How to transition?

1. Work smarter not harder

How to transition?

1. Work smarter not harder
2. Set a revenue floor

How to transition?

1. Work smarter not harder
2. Set a revenue floor
3. Hire an accountant

How to transition?

1. Work smarter not harder
2. Set a revenue floor
3. Hire an accountant
4. Use 12-week goals

How to transition?

5. Wake up early

How to transition?

5. Wake up early

6. Hire a part time office assistant

How to transition?

5. Wake up early
6. Hire a part time office assistant
7. Don't do all of this at once

3x revenue in 18 months



Focus on
monthly revenue



18-month Roadmap?

1. Sign up for Gazelle



18-month Roadmap?

1. Sign up for Gazelle
2. Leadership potential



18-month Roadmap?

1. Sign up for Gazelle
2. Leadership potential
3. Entrepreneurial focus



18-month Roadmap?

1. Sign up for Gazelle
2. Leadership potential
3. Entrepreneurial focus
4. Profit



18-month Roadmap?

5. Simplicity



18-month Roadmap?

5. Simplicity

6. Make it easy

18-month Roadmap?

5. Simplicity

6. Make it easy

7. Re-address automation

18-month Roadmap?

5. Simplicity

6. Make it easy

7. Re-address automation

8. Branding and identity

18-month Roadmap?

9. Client acquisition cost

18-month Roadmap?

9. Client acquisition cost

10. Employee/technical training

18-month Roadmap?

- 9. Client acquisition cost
- 10. Employee/technical training
- 11. Fix poor salesmanship issues



You can't build a big house on a
small foundation!



\$300,000

(one-person show)



\$1,250 / Day

(with 4 weeks of vacation a year!)



Start where you are at



\$100/day solutions



\$420 → \$700/day



Don't kill yourself!



Require Profit

(from **everything** you do)



Make Money

(from **everyone** in your company)



Additional Services

(we are already doing this)



Add Ons

(that **cost you VERY** little time)



More profitable repair jobs



Parts Mark-Up



Sub-contract the busy periods

Move Pianos



Sell big repair jobs



“

Is \$300,000 really possible?





Is a **\$1,000,000** piano service
business possible?

3x'ing revenue is easy if:



3x'ing revenue is easy if:

1. Look at your revenue potential

3x'ing revenue is easy if:

1. Look at your revenue potential
2. Make sure everything is profitable

3x'ing revenue is easy if:

1. Look at your revenue potential
2. Make sure everything is profitable
3. Change your expectations



**\$1 of profit is the ultimate
success story**

Gazelle School of Business Webinars

- Pricing Piano Services *
- Retiring & Selling *
- Simplifying Your Service Model *
- Running a Profitable Piano Service Business *
- Tripling Your Revenue
- Hiring Your First Office Assistant (Feb 27, 2020)
- Hiring Your First Technician

(and more)

* Recording available.

save your time
wow your customers
play more music



<https://growwithgazelle.com/school>