



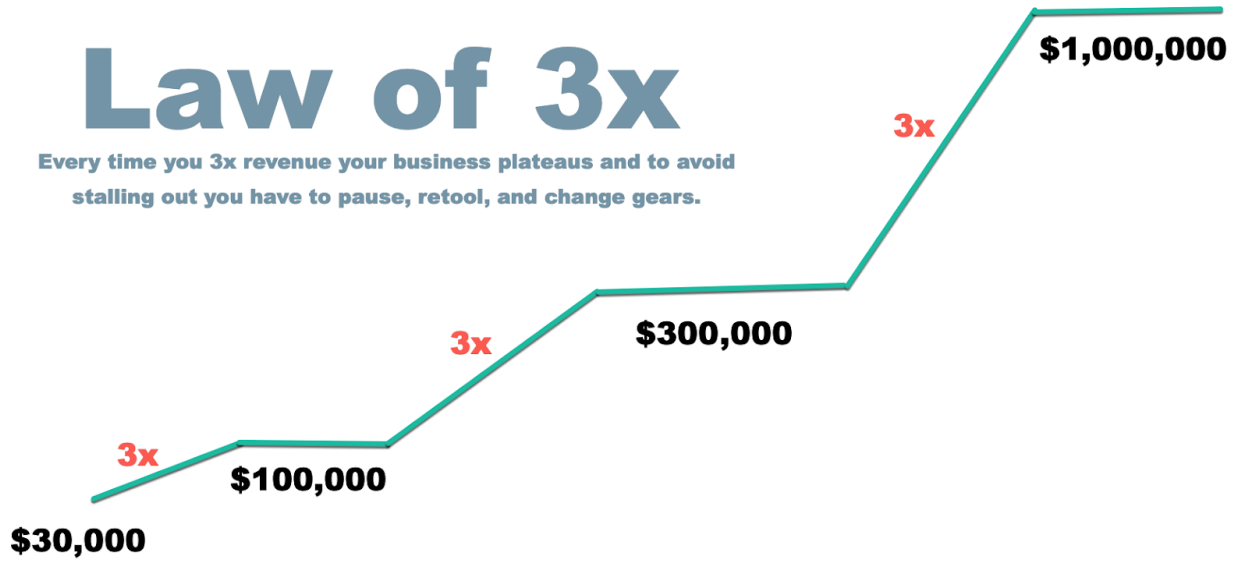
Tripling Revenue in Your Piano Service Business

For more information about the Gazelle School of Business visit:
www.growwithgazelle.com/school

The Law of 3x'ing Revenue

Law of 3x

Every time you 3x revenue your business plateaus and to avoid stalling out you have to pause, retool, and change gears.



Roadmap

A Guide to Tripling Revenue revenue in the next 18 months

What would we do if we woke up in your shoes and needed to 3x revenue in the next 18 months?

Sign Up for Gazelle:



www.growwithgazelle.com/signup

Automated reminders, client self-scheduling, limited no-show customers, organized client data, managed calendar, minimized travel time, better estimates and condition reports. On average customer's grow 41% in their first year using Gazelle but we have literally had people double their revenue in 9 months just by being more organized.

This isn't us being salesmen, this is us saying, "Gazelle is the only product that does so much of what you need to 3x revenue that you literally cannot get close without it."

Leadership Potential:

Look in the mirror. You don't need to change who you are. Just focus on incremental improvements and try to improve 30% at being more focused and disciplined. Acknowledging weakness and committing to find creative workarounds goes a long way.

Entrepreneurial Focus

Are you trying to do too many things at once? Focus on one thing at a time and force everything to be profitable.

- [Read 12 Week Year by Brian Moran](#)
- [Watch this video from Brian Moran](#)
- [Watch this video from Seth Godin](#)

Profit

Require every aspect of your business to be profitable. By creating this standard you will always know if there is a problem somewhere in your business because your increased efforts will not result in increased profit. On the other hand, if a part of your business is doing well very little effort will cause a positive change in the profit you are able to retain.

- [Watch the profit webinar from Gazelle](#)
- [Read Profit First by Michael Michalowicz](#)
- [Watch this video from Michael Michalowicz](#)

Simplicity

Simplicity requires a focused mindset from you the leader. You need to know your vision and make good solid decisions that remove complexity.

- [Watch Gazelle Webinar “Simplify Your Business Model”](#)

Make it easy for people to do business with you.

Look at every area of your business and ask a simple question: “How can I make it easier to do business with me in this area?” This is a 30 second exercise that you can do every time you make a decision inside your company.

Re-address Automation

[Read Don Miller’s StoryBrand](#) and use the [MyStoryBrand.com](#) SB7 Framework to write better content for your emails.

Pro tips for using Gazelle automated reminders:

- Use texting, email, and phone call reminders together for better response rates.
- Use the “Today” state to text 1 hr before the appointment to reduce no-shows.
- Send messages more often and aim for 12 points of contact within 30 days.
- Use a strategic pause - set up reminders to take a month off then resume.
- Use “message templates” for online reviews.
- Use “message templates” to save time.
- Use the `{{client.first_name}}` merge code in the subject line “Hi `{{client.first_name}}`, ...”

Branding & Identity

- Read Seth Godin’s [“Tribes”](#) and [“This Is Marketing”](#)
- Read Don Miller’s [“StoryBrand”](#)
- Follow Annie at www.greateststorycreative.com
- [Watch Gazelle Webinar: How to launch and build a business](#)

Client Acquisition Cost

- Study your marketing budget and effectiveness
 - CAC/TLV Ratio = client acquisition cost to total lifetime value ratio
 - Shortcut: keep marketing costs below 5% of revenue
 - TLV = (average number of appointments per client for all time) x (average net revenue per appointment)
 - CAC = total marketing cost to attract 1 new client
 - Ratio = you want the CAC/TLV ratio to be no more than 1:3
- Read "[Purple Cow](#)" by Seth Godin
- Get better online reviews
 - Use a hidden website to make it easy (www.well-lovedpiano.com/review)
 - Use Gazelle's message templates to prompt for reviews.

Employee/Technical Training

- [Become an RPT](#)
- Attend the [Piano Technician Masterclasses](#)
- Attend a PTG event (or trade group training)
 - www.CharlottePTG.com
 - [PTG Home Office Event](#)
- Attend a factory training
 - Steinway, Mason & Hamlin, Renner, Kawai, and Yamaha all have training events you can attend.

Incrementally Improve Salesmanship

- Watch this video from [Chris Voss](#)
- Use Gazelle estimates & condition reports
 - 1/10 estimates come back without trying
 - 3/10 come back if you try a little
 - 5/10 come back if you follow up well
 - Quoting \$500,000 in repair work brings in ~\$50,000 of extra revenue.
- [Read Entreprerleadership by Dave Ramesey](#)
- Sign up for [Seth Godin's Blog](#)

If you think that being a better at sales is all that's needed to 3x revenue, you are mistaken. It is an important piece to address but it's usually not the problem. So improve 15% (you just need to reassess, grow a little, and fix any problems; not jam the accelerator to the floor and try to close every deal).

Solve it in \$100/day chunks

Solve it in \$100/day chunks. Every \$100 per day you generate translates to about \$25,000/year of top line revenue, so look for \$100 solutions.

Don't Kill Yourself

At the end of this journey you are aiming to do \$300,000/year working a solid but not overwhelming full time load.

So, focus on revenue-producing solutions that don't come with huge time commitments. Also focus on things that are easy to automate. You are already working hard enough.

Everything you do needs to be profitable

Everything you do needs to be profitable. You don't have time to mess around with things that are not going to work. So, learn from us, learn from others, and require everything you do to make you money.

Everyone in your company needs to make you money

Everyone in your company needs to make you money.

Focus on "add-ons" that cost you VERY little time

- \$35 insurance estimates. = \$70 a day
- \$75 caster cups net = \$30 a day
- Fallboard slowfall systems
- Piano Benches
- PianoLifeSaver.com

Parts Mark Up

STOP giving away parts at cost! Just pick a % and always charge this markup.

Sub-contract the busy periods

This is a good reason to network with others in your area. Register for our webinar on hiring your first technician (Mar 2020) at www.growwithgazelle.com/school.

Move pianos

Now you are going to start moving pianos. No, I am not talking about YOU personally. I am talking about the piano moving company in your area you are going to swing a deal with so you can make \$25 on every move you schedule or send their way.

Sell repair jobs but sub them out to others

Sell repair jobs but sub them out to others. “But I don’t have a big shop,” you may say. No problem! “But I don’t have the skills,” you retort. No problem! You know a guy. Network with others in the area and formalize an arrangement.