

Praise for *The 7% Club*

I've known Jenny as a professional colleague in marketing and business for more than two decades and you can trust her advice, which she builds on the back of intelligent research and deep thinking. Jenny also cares about her clients as people, not just about business owners.

You are going to find the templates, tools and processes in this book clear and easy to follow. They will save you a lot of time. Choose to read *The 7% Club*, and then engage with Jenny, and you'll be a long way down the road to fulfilling your goals and dreams.

Hunter Leonard, Founder Blue Frog Marketing and Silver & Wise,
and ten-times bestselling author

Breaking through the \$2M revenue ceiling is a challenge that most businesses will fail. Reaching \$10M and beyond is rarer still... but it doesn't have to be that way. In *The 7% Club*, Jenny shares her hard-won insights and navigates you through the roadblocks to achieving these important milestones.

Allan Dib, Bestselling author of *The 1-Page Marketing Plan* and Founder of Successwise

Jenny has provided a treasure trove of gold throughout this brilliant resource for anyone looking to make their business one of the 7% of businesses that break through \$2M in turnover. Her real, raw experiences, and those of others, are shared through powerful storytelling, case studies and brilliant metaphors and analogies. If you're looking for a guidebook that propels you on the path to business success, *The 7% Club* will accelerate your business and your life.

Renée Giarrusso, Founder, RG Dynamics and Limitless Leadership;
keynote speaker, award-winning author, trainer and coach

I've built seven businesses that made it into *The 7% Club* and I've worked with hundreds more. The path to \$1M+ revenue is highly predictable. Jenny has outlined the key principles for walking that path quickly. The frameworks and the ideas in this book could be the difference between a good business doing six-figure revenue and a great business doing seven- or eight-figure revenue. If you extrapolate that to the value of the business at exit, the ideas in the book could be life-changing.

Daniel Priestley, Author and entrepreneur

The 7% Club provides great insight into business life cycles and what strategies can be used to reach greater turnover but still hold onto profitability. Jenny outlines clear-cut approaches to multifaceted and complex issues facing CEOs and everyday business owners alike. Great read!

Sacha Caller, Founder, FliPro Pty Ltd

Where has this book been? *The 7% Club* is such a valuable resource for every business owner. Every chapter is stacked with valuable actions that will make a business better. This book will be earmarked, highlighted, underlined and written on in the margins as my go-to resource.

Ingrid Maynard, Founder and Managing Director, The Sales Dr



JENNY STILWELL

How to be one of the 7% of businesses
that make it beyond \$2M in turnover



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STREET



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Preface

If you have grown your business to between \$1M and \$2M, you have done an amazing job. It isn't easy and, although there is all sorts of advice available, applying it and reaching this level is a wonderful achievement.

If you have a business that is doing under \$2M in sales and you want to grow to eight figures, there are key models, processes and tools you will need to use in your business to help you succeed. In the process, you will increase your own capabilities, skills and experience, which in turn will give you more confidence and certainty in growing a successful company.

Most business owners *choose* not to progress to this level and never make it past \$2M in sales. There are various reasons for that, including their risk appetite for growth, the type of business involved, lifestyle factors and their level of drive.

However, I've written this book to explore and explain what is happening inside a business that *falters* as it approaches \$2M. What are the challenges that stand in the way of the next stage of growth? How can they be broken through? Equipped with that information, we can map out a path forward that navigates these challenges and enables a business to grow past \$2M to \$10M and beyond.

In no way am I making any judgements whatsoever of those business owners who have gone from zero to below \$2M. As I said before, it is an achievement to be proud of. The purpose of this book is

The 7% Club

to explain some of the factors that can inhibit growth from that point on, and why growing the next \$2M or \$10M can be a big challenge without the tools and models to help navigate this level of expansion.

One of my core philosophies is that the sole purpose of starting and building a business should be to enable you to have a better life in every sense. If your business has control over you, rather than the other way around, something needs to shift rather urgently. If you start to feel that your business is controlling you once you reach seven figures, resulting in you being overworked and overwhelmed, it's time for a shift. If you have aspirations to scale your business, you need to be the one at the controls.

My objective is to give you the knowledge and the strategies you need to overcome the challenges of business growth. I want to equip you for success.

In my quest to simplify complexity and reduce overwhelm, I've broken down the key challenges you will face in striving to grow your business beyond the \$2M hurdle. The accompanying strategies will enable you to take control of your business and continue to grow, should that be your goal.

In the many businesses I have run, I have encountered these same barriers. Without the right advice and mentors along the way, it's so hard to know exactly what you have to do to get past obstacles and create better results without completely burning out!

My aim is for you to navigate past your challenges and build a better business – and enjoy a better life as a result.

I look forward to you joining 'The 7% Club'!

PART I

Two Sides
of the Peak

AFTER MUCH RESEARCH and consideration, I have concluded that there are two types of business owners with turnovers below \$2M.

First, there are those who start to climb to the \$2M peak and decide it will be safer and more enjoyable back at base camp. They are happy not to proceed past \$2M and to enjoy a very nice life well under that level.

Then there are those who head for the peak regardless, with every intent of getting there, but don't make it because the challenges are too great. They retreat, or they fail on the way up – or they don't give up and make many attempts until they finally reach the top.

Those at the peak have learned many lessons and scour the horizon for the next peak.

This book is for those who want to give it their best shot to reach the peak and beyond.



Success