

DAY #1

# THE "E" FORMULA

## OBJECTIVES

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- How to set exponential business growth goals.
- Finding your RLBG (rapid leveraged business growth) number.

# THE "E" FORMULA

It's time. You're ready to grow your business out of its adolescent stages into a thriving business that racks in money in your sleep.

You need new staff, supplies, marketing materials, new equipment, and don't forget a new salary!

The problem is, your funds are tight, the business isn't bringing in enough revenue to cover its current expenses. How can you possibly pay for something you don't have the money for?

Ask any over-worked, stressed-out entrepreneur today what keeps them up at night, worried sick, and they'll tell you it's not having enough capital.

This is 82% of small business owners' frustrations each and every day. They have BIG dreams, GRAND ideas, but no help and little funds to get them out to the marketplace.

You need money, and you need it NOW. But, how do you get it? The first step is knowing your number.

The number of dollar bills it's going to require for you to get it done and reach your goals -- your RLBG (rapid leveraged business growth) number.

Whether if you want to 2X or 10X your business growth, knowing your number is the very first step to get approved.

## ACTION ITEMS

- Calculate your RLBG number.
- Create a plan for your number.
- Don't skip this step!

## NOTES

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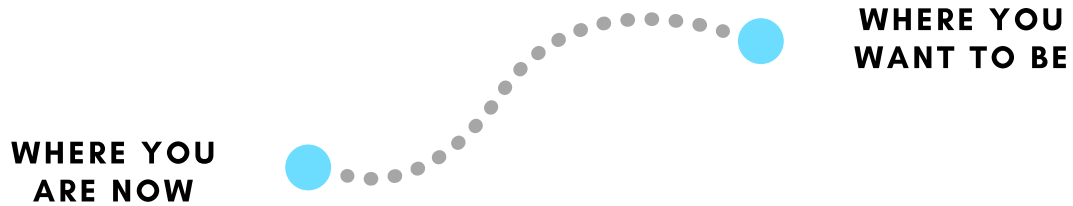
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CHALLENGE EXERCISE

# CALCULATING YOUR RLBG NUMBER



01. How much money is your business currently making on average monthly?

02. How much money do you want your business to be generating monthly? How soon?

03. What are you going to use the money for in your business?

CHALLENGE EXERCISE

# CALCULATING YOUR NUMBER

Below is the exact formula needed to calculate your Rapid Leveraged Business Growth Number.

**Exponential Growth Formula is  $f = a(1+r)^x$**

A (your annual revenue), R (rate of growth), X (time span)

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Plugin your numbers below and calculate your Rapid Leveraged Business Growth Number. **Take a picture, post on social media, and tag us!**

$$\frac{\text{Annual Amount}}{\text{Rate of Growth}} (1 + \frac{\text{Rate of Growth}}{\text{Time Span}})^{\text{Time Span}} = \text{Total}$$