

# Think Bigger: Why 10x Might Be Easier Than 2x

## 2x vs 10x

***2x is additive. 10x is subtractive — do less, better.***

## The Four Levers

### 1) Clarity of Focus

***What:*** Choose a narrow Buy Box (best clients/offers).

***Why:*** Concentrates time & talent; strengthens pricing power.

***Prompt — My “commercial PM” equivalent:***

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### 2) Leverage of Time & Talent

***What:*** Systems & roles so outcomes happen without the owner.

***Why:*** Scale throughput without owner hours; consistent quality.

***Prompt — One task I’ll STOP doing by (date):***

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### 3) Innovation in Value

***What:*** Sell outcomes (productize, subscription, or simple tech).

***Why:*** Predictable revenue; higher LTV; less scope creep.

***Prompt — Where I can bundle for outcomes (not hours):*** \_\_\_\_\_

#### 4) Strategic Multipliers

*What: Partners, acquisitions, platforms/tech that compress time.*

*Why: Borrow distribution/contracts/capability to leap.*

*Prompt — First partner I'll contact: \_\_\_\_\_*

### Make Space: The 80/20 Cut (micro-exercise)

#### Top 20% — Keep/Amplify (list three)

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

#### Bottom 80% — drop/delegate (choose ONE for this month)

☐ I will drop/delegate: \_\_\_\_\_

*By (date): \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_*

### Design Your Big Move

*If you HAD to 10x in 3 years, what ONE bold move would you commit to?*

- *My 10x move (one sentence):*

\_\_\_\_\_

- *In the next 72 hours, I will (first action):*

\_\_\_\_\_