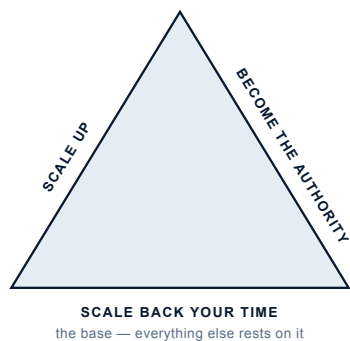


Find Your First Pillar

The Business Owners' Trilemma on one page — which pillar to build first.

You can pull a business in three directions. Chase all three at once and you move on none. This finds the one to build first.



Scale Up — effort into the market: more clients, marketing, sales, leads. The top line gets bigger.

Scale Back Your Time — effort into the machine: systems, flawless delivery, training, automation. The business stops depending on you.

Become the Authority — effort into you as the name: teaching, speaking, mentoring, writing, while delivery runs clean without you.

One pick per row — the answer closest to true **right now**. Nine rows, nine circles filled. Then total each column: your highest column is the pillar you're pulling toward — shade that side of the triangle.

	SCALE UP	SCALE BACK YOUR TIME	BECOME THE AUTHORITY
What's actually capping your growth	☐ Lead flow — not enough of the right clients	☐ My own capacity — it all routes through me	☐ Nothing — it already runs without me
Two weeks fully unreachable would mean	☐ We'd lose momentum on new business	☐ Things stall or stop	☐ Barely a ripple
If the work doubled next quarter	☐ Bring it on — we've got room	☐ It would break	☐ Fine — the team absorbs it
15 hours back a week — you'd spend them on	☐ Pouring into growth	☐ Getting your life back	☐ Teaching, speaking, writing, mentoring
The honest next chapter	☐ A bigger business	☐ A business that doesn't need me	☐ Me as the name, not the operator
Your role in delivery today	☐ Fully in it — and there's room for more	☐ The bottleneck — the best work waits on me	☐ Mostly stepped out of it already
Over the last few months, most of my money and effort has gone to	☐ Marketing, ads, sales — winning more clients	☐ Systems, automation, an ops or admin hire	☐ Content, visibility, building my name
The move I'm making right now (or about to)	☐ Opening a new channel or spending more on growth	☐ Hiring or training someone to take work off me	☐ Lining up press or podcast opportunity, speaking, teaching or writing
Over the next 30 days, I need to	☐ Bring in new clients — the pipeline can't wait	☐ Get real work off my plate before something breaks	☐ Act on a press, podcast, speaking, teaching or writing opportunity
COLUMN TOTAL — MUST ADD TO 9 →	_____	_____	_____

Pillar I'm pulling toward (most ticks): _____

The pillar I want: _____

The pillar you want and the pillar you need first aren't always the same one. A business that can't run without you can't scale up cleanly, and it can't hand you the stage — so the base usually comes first, whatever corner you're aiming at. Which one is actually yours — and whether the timing's right — we work out on the call. Bring this with you.