

# Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back

*Jeff Hoffman, David Finkel*

**Your concrete road map to rapidly grow your business and get your life back!**

Have you ever wanted to grow your business but held back because of fear that it would take over your life? As an owner, it's all too common to feel you have to choose between your personal life and the success of your business. But the surprising truth is that the only way to truly scale and grow your company is to reduce its reliance on you. This means that, done right, scaling ensures that you can grow your business without sacrificing your life.

Jeff Hoffman, a serial entrepreneur and former CEO in the Priceline.com (Priceline Yardsale) family of companies, and David Finkel, CEO of Maui Mastermind, a business coaching company with thousands of clients worldwide, offer a concrete road map for rapidly growing your business while also gaining more personal freedom.

You'll not only learn the best strategies to generate growth, but you'll also get proven insider tips to sustain that growth through sound systems, empowered teams, and intelligent internal controls. Hoffman and Finkel will also show you how to overcome predictable obstacles in any pillar of your business—including sales, operations, and finance—with insight for building better lead-generation systems, managing cash flow, and retaining talent. You'll learn how to:

- Escape the Self-Employment Trap and build a business, not a job.
- Systematize your business to reduce costs and increase capacity.
- Ensure your company survives the “Hit by a Bus” test.
- Uncover your company's top leverage points (and execution strategies to implement what you discover).
- Fund your growth with the seven cash flow commandments.
- And much more.

*Scale* offers a game plan to work less and get your business to produce more. Written by two worldclass entrepreneurs who have started, scaled, and successfully exited from multiple businesses, which collectively have generated tens of billions of dollars in sales, it gives you their bottom-line best ideas to effectively grow your company.

If you have ever felt stuck in your business, not knowing the best way forward, this book is your mustread guide.

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### **Editorial**

The book Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back by Jeff Hoffman, David Finkel has a lot info on it. So when you check out this book you can get a lot of advantage. The book was published by the very famous author. This articles author makes some research ahead of write this book. This book very easy to read you may get the point easily after looking over this book. The book Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back by Jeff Hoffman, David Finkel can give more knowledge and information about everything you want. So just why must we leave the good thing like a book Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back by Jeff Hoffman, David Finkel? Some of you have a different opinion about book. But one aim that will book can give many details for us. It is absolutely suitable. Right now, try to closer with the book. Knowledge or facts that you take for that, it is possible to give for each other; you could share all of these. Book Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back by Jeff Hoffman, David Finkel has simple shape nevertheless, you know: it has great and large function for you. You can seem the enormous world by available and read a book. So it is very wonderful. Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back by Jeff Hoffman, David Finkel

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