

A large, dark grey arrow pointing upwards is set against a background of dark wood planks.

THE 4 LAWS OF LEVERAGE





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ABOUT AUSTIN NETZLEY IN 2X



If there's one thing ALL successful business owners and billionaires have in common, it's that they LOVE Leverage!

Those just starting out don't get this ...
They hustle and grind, and merely create a job for themselves.



Leverage is everything. Your job as a CEO is to use leverage so you can free up time, make more money and GROW. With leverage you can work "on" your business and become an actual business owner.

Without it, you remain stuck “in” your business as a glorified employee!

This is the difference between the hustling entrepreneur working 12+ hour days and the successful business owner who has the freedom to step back and enjoy their business and life.

LEVERAGE... it all comes down to:



That's what this guide is all about: **the 4 forms of Leverage you need to use (and how to use them).**

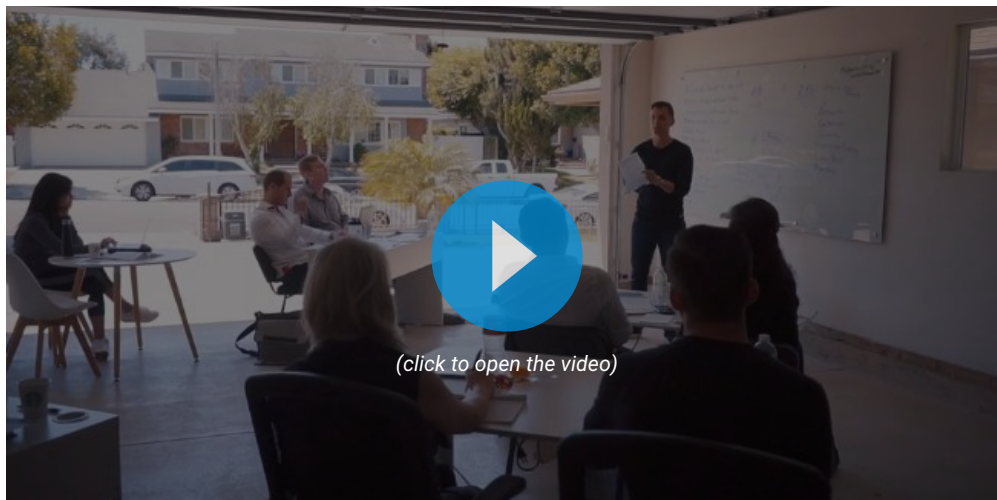


I learned how important Business Leverage is the hard way. When I was 25-years-old, I had to call 911 gasping for air.

I hustled so hard that I hit the wall and had a panic attack, caught “in” my business and struggling to scale and grow. It was the wake up call I needed, but it’s a wake up call I hope you don’t have to go through.

Yet unless you learn to leverage these 4 forms of your business, you too will hit the wall!

Keep reading to see how you can avoid that 911 call. But if you would first like to learn more about me, my story and the transformational work we do at [2X](#)... check this out.



» scale2x.com/2X «

Scroll down to read all guides!





\$0-\$20 MILLION OVERVIEW PAGE

Once you learn to leverage your business properly, you'll quickly scale from 6 to 7 figures.

The really good news is...

this isn't just for six-figure entrepreneurs.

These 4 Forms of Leverage have the same transformational effect when scaling from 7 to 8 figures!

This is what we're using at 2X [as we scale from 7 to 8 figures](#), and this is what we help our clients implement into their own business. Because although our mission is to double the amount of 7-figure businesses in the world... **this isn't where we stop!**

We then help our [2X Clients scale past 8-figures](#) and beyond, so they can own a true business empire.

This is what happened with our 2X clients Ryan and Erik ...

They went from zero to \$20 Million... **in 8 Months!**

You read that right.



So how did they do it?

Smart, systematic LEVERAGE... that's how!

We worked with them to leverage 4 specific areas of their business so they could save time, make more money and grow month-over-month with the most control and consistency possible (all the while, removing them from the whole process and day-to-day operations so they could truly work "on" the business).

This is what we want to show you throughout the rest of this guide:

- > What these 4 Forms of Business Leverage are ...
- > HOW to use these 4 Forms of Leverage in your own business ...
- > What Ryan and Erik did to scale from \$0 - \$20 million in 8 months ...
- > And exactly what you need to master to 2X your business quickly (then do it again and again)!!

If you want to hop off that hamster wheel that most six-figure entrepreneurs are stuck on, and finally work "on" your business so you can save time and make more money... keep reading.

These 4 Forms of Leverage WILL help.

Let's dive in ...



FIRST FORM OF LEVERAGE SYSTEMS

It should be no surprise that this is at the top of our list ...

At 2X we're all about building world-class systems for us and our clients. We help EVERY ONE of our clients to build world-class systems for their own business.

So why are systems so important ...?

They set you and your business free.
They allow you to not only scale quickly, but with control.

Because trying to scale without the proper structure in place makes for a disaster!

Yes, you want to scale fast and with speed.
Yes, you want to grow your business quickly.

But what good is speed if you're reckless and out of control?

It may bring success today, but will you be around in a few years? NO!

I've seen this happen to some really great businesses over the years, and I make it our mission at 2X to ensure this doesn't happen. We don't just want our clients to scale quickly, but last the test of time.

This is the real mark of a truly successful business.



This is why SYSTEMS are the most important form of Business Leverage.

This is one of the biggest things we worked on with Ryan and Erik. But before we get into how they used systems to explode from \$0 to \$20 million in less than the 8 months...

Let's take a closer look at them and their business.



Erik and Ryan run REPS & co: *a company using innovative technology to revolutionize how analytics and data are used in the live event ticket distribution industry.*

When they first came to us, they were already moving fast but didn't have the systems, structure or organization in place to help them scale in a fast and controlled fashion.

They were caught "inside" the business. EVERYTHING ran through them. They were the bottleneck to almost all their problems, and they couldn't see a way out just yet.

They had this great business generating income, but they knew there had to be a better way to scale it up....

So, they joined our [2X Growth Accelerator Program](#), where we helped them identify their biggest issues quickly, and showed them the impact the "right" systems would have on their business!

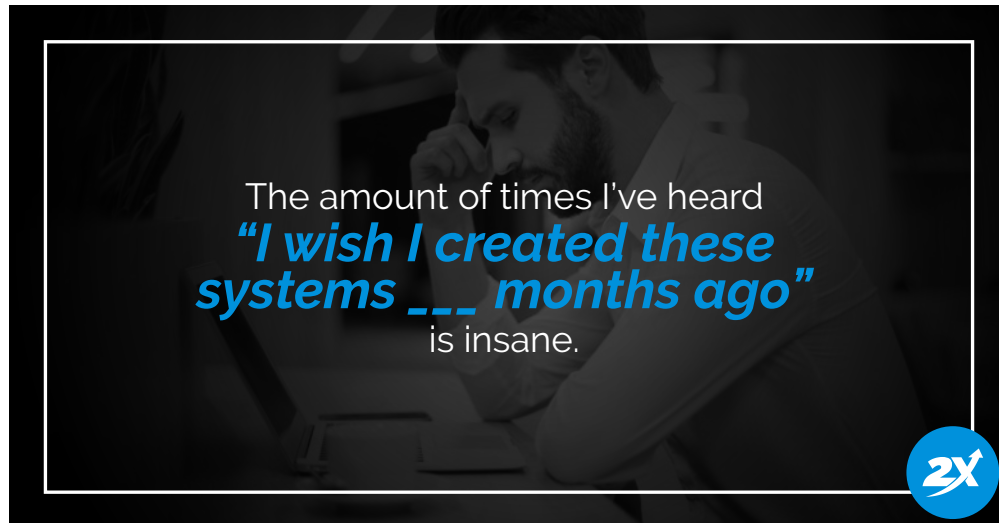
It doesn't matter what your business is, there's always opportunity to implement systems that will:

- > Make it easier for you to do next time (*saving YOU a lot of time*) ...
- > Allow you to complete tasks quicker (*and with less friction*) ...
- > Let you delegate the process to someone else (*and have them succeed at it*) ...
- > Create repeatability and consistency (*automatically through either people or tools*) ...

The proper systems help you do this.

When you're still building your first \$100k, you can get away with hustle and some grit. But you just don't have the time or energy to keep doing this when [scaling from 6 to 7 figures](#) (and beyond).

You need to leverage your time (and other people's) more effectively, and SYSTEMS are the best way to do this. Trust me... you will become addicted to creating systems once you build your first few.



I experienced this myself once I started to build systems into my businesses, and I see it in the faces of our clients once they do. You're able to execute so much better... saving time, making money and scaling farther each step of the way!

This is what happened to Ryan and Erik when they added a few key systems into their business ...

**We talked more about systems than anything else,
and we did so for good reason.**

- > They had to get out of their own way ...
- > They had to remove themselves from the process ...
- > They needed to delegate to their team and then GROW this team ...

They had such an amazing business, but the biggest thing holding them back was a lack of systems.

The impact was huge.
It made a massive difference across the whole business.

But it had a big effect on Ryan and Erik, too ...

They're creating a scalable, controllable machine and you can too.

“

“We’ve systemized every process,” Ryan told us. “We had systems before, but we didn’t even realize they weren’t real systems. Not like these guys at 2X do it at least. We documented everything. Put them into videos. Got ready to hire so many more people. To build these processes and systems out, to be able to scale... Month over month we increased our revenues over \$1 million. I can’t even count how many systems we’ve put into place since we started.”

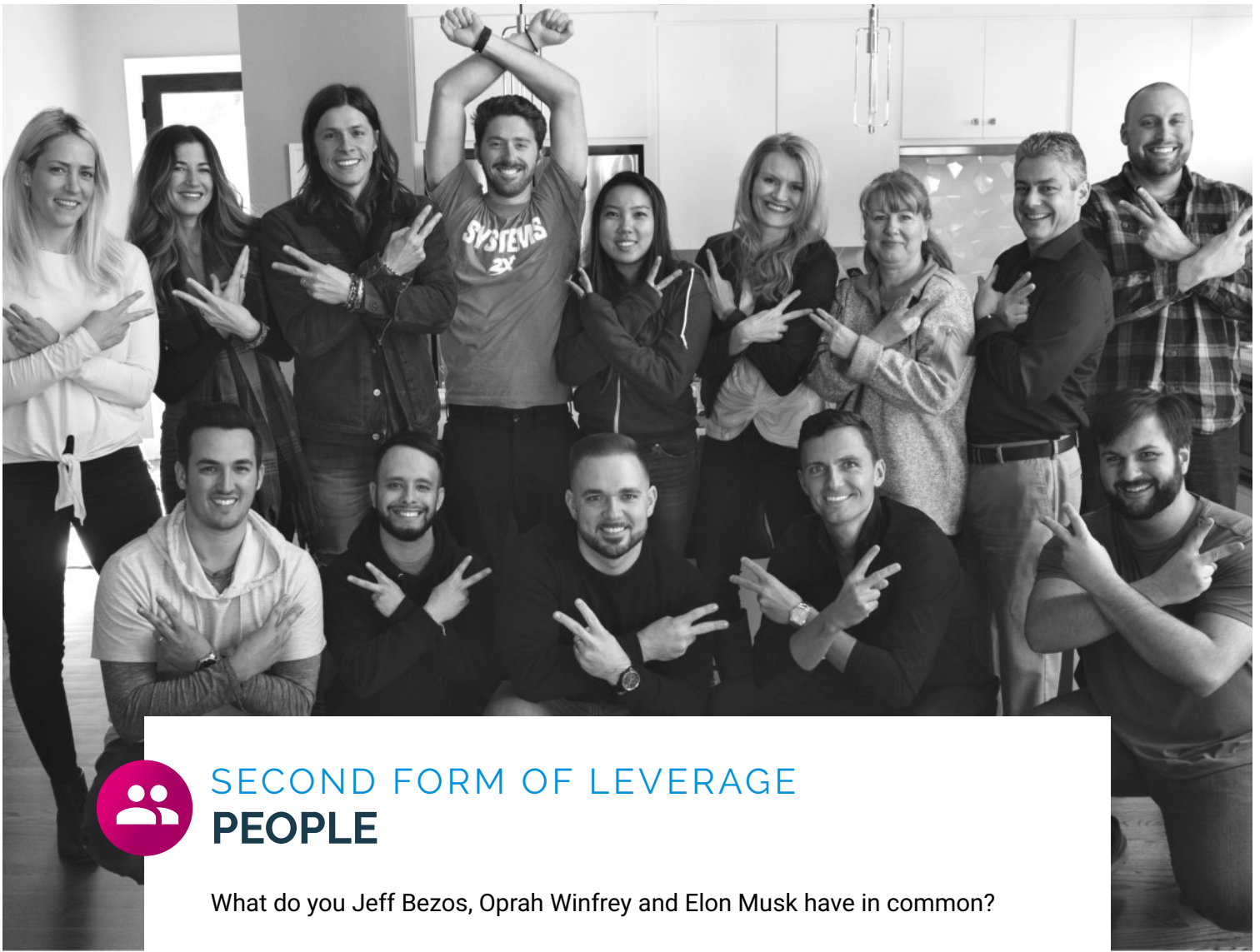
”

This isn't unusual to hear. **We have conversations like this with most of our clients!**

Systems really are that powerful, and are almost always the biggest form of leverage.

Without the right systems in place, Ryan and Erik wouldn't have scaled from \$0 to \$20 million. They just couldn't have done everything they have on their own.

With the right systems they grew quickly and in control, and once they combined this with the next form of leverage... **their growth exploded!**



SECOND FORM OF LEVERAGE PEOPLE

What do you Jeff Bezos, Oprah Winfrey and Elon Musk have in common?

TIME!

You wake up each day with a fresh batch of 1,440 minutes.

So how do some people get more out of their time than others? Why do some entrepreneurs stay caught in the hamster wheel, hustling and grinding their gears until nothing's left...

Whereas other scale their business past the 7-figure mark practically overnight?



One of the strongest forms of leverage is PEOPLE!

I learned this from a mentor of mine who's built a \$100+ consultancy empire. I once asked him what the key to scaling a business quickly and in control was, and without finishing my question he said, "People!"

It's like the African proverb says,

*"If you want to go quickly, go alone.
If you want to go far, go together."*

This is what we helped Erik and Ryan with once they dialled-in some core systems.

It was time to amp up their team, because having world-class systems in place means nothing if you're stuck owning them -- or worse, have a low-quality team in control of them!

- > You need a team of A-Players!
- > [You need to hire world-class people!](#)
- > You need to create a game changing culture!

I talk about hiring a lot, and it's because it's one of your most important roles as a CEO: **to hire a world class team** (if you want to learn about my 12 biggest hiring tips... [check out this article I wrote](#)).

So how did we help Ryan and Erik leverage other people and build a world class team?

The first step was to hire a few rockstars!



Out of the gate, they hired A-Players to fill core roles in their business, and soon had more than a dozen people on their team.

These people ran the show. They “owned” the systems and processes so Erik and Ryan didn’t have to.

There was trust and a strong sense of culture and community.

This was the first stage of leveraging people to grow your business: to hire A-Players

The next step was build a team to DO the work!

You don’t want your A-Players stuck doing all the work, because this means they cannot “own” the systems and manage them. So once Erik and Ryan had found their rockstars, they continued to add VAs and other team members to implement a lot of this work.

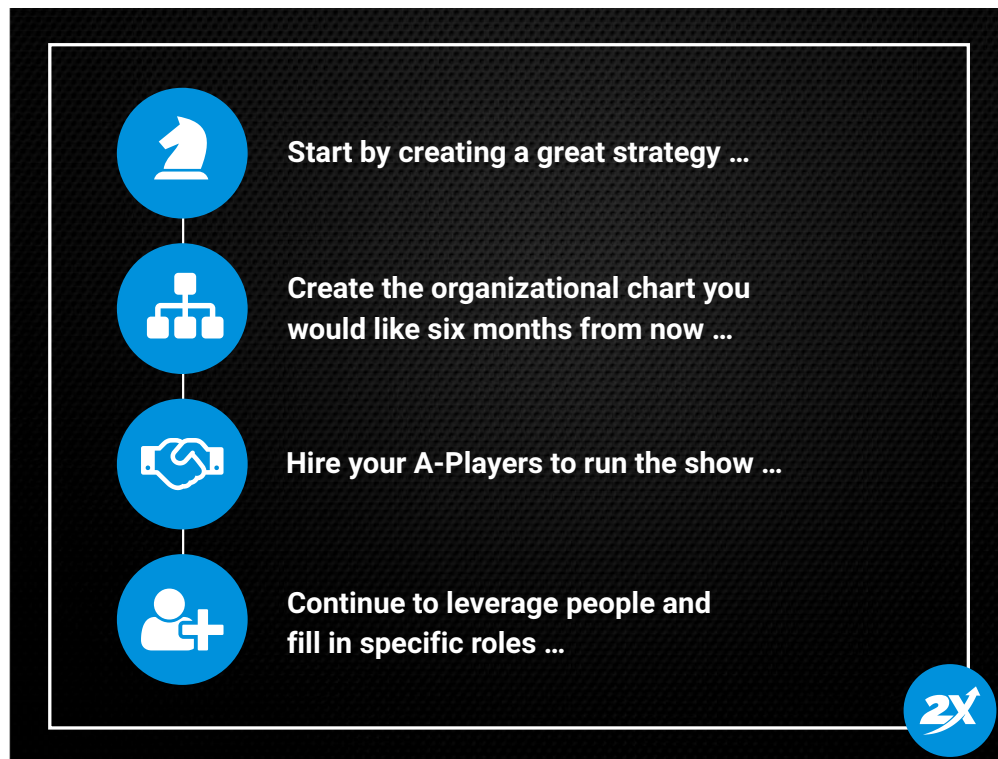
Within 8 months they had over 100 VAs and 30 more US-based employees!

Erik and Ryan were out of the process. They had created systems that other people could manage, and then hired a team of people to run them top-to-bottom.



Hiring has become such a huge pillar to their business that we’re now focused on [positioning](#) them as a world-class hiring company. This is a long-term strategy tool that will set them up for long-lasting success, and is playing a large role as they now head towards \$100 million..

You can do the same... whether you have a team of five or fifty!



This is what Erik and Ryan did (and are continuing to do) and it's paying off in a big way.

They aren't trying to be superheroes and do it all themselves...

You need to have the same outlook.

Do this and you'll create a winning culture that drives your business forward. Each hire brings you closer to working "on" your business, so once you get your systems in place turn your focus to PEOPLE!

This gives you more time to then focus on the next form of leverage, which will quickly become one of the biggest differences between you and all your competitors.



THIRD FORM OF LEVERAGE DATA

Once you have the foundations in place – systems working smoothly, and a great team managing them – it's time to make them even better. This is how you scale.

Take what works and then double down on it so you explode your growth.

This is the philosophy we use to [scale from 6 to 7 figures](#), and more important... how we then help our clients build 8 and 9-figure empires.

So... how do you do this?

DATA!

You need to know the numbers.



Data gives you clarity; it allows you to make better decisions (quicker and easier).

Without it, you're blind:

- > You rely only on your gut...
- > You make assumptions ...
- > You see what you want to ...

With the numbers in front of you, it's Black and White.
It's shows you the truth. It gives you the facts you need.

[At the end of the day your job is to make the right decisions.](#) Your success relies on the decisions you make, so it's important you set yourself up for success by making your decision-making easier.

Numbers! They give you the proof you need.

- > They show you what works and what isn't...
- > They highlight key bottlenecks and issues...
- > They shine a light on mistakes before they happen...
- > They tell you what your next big opportunity is...

Numbers make your decision making so much easier (and so much more effective), yet so many entrepreneurs avoid data like it's the devil. They rely on their gut and do what they want, and it not only costs them time and money, but it becomes the biggest obstacle between them and the next level.

At five and six figures you can get away with it... but if you want to scale to 7 and 8 figures you NEED to know your numbers.



I won't go into all these here because we created an in-depth Guide about how to track the right KPIs for YOUR business recently. [You can grab your copy here.](#) It will show you what you need to track, how to track them, and then how to turn all this into successful decision-making.



**If you want to build an empire, you need an edge.
Data is that edge -- it WILL set you apart from your competitors.**

So grab that guide and dive in (trust me... it will help you know your numbers!)

Ryan and Erik found this out when working with us in the [2X Business Growth Program](#).

They created great systems and began to build a world class team, but soon realized they couldn't sustain their initial growth unless they knew what worked and what didn't.

They were moving so fast that it felt like they were sometimes out of control.

It's extremely common for entrepreneurs to feel like they're on a rollercoaster, up and down and all over the place.

This is not good. This is NOT how you scale from 7 to 8 figures. You can get away with this at six-figures, but the bigger numbers that you get to the more control that you want to have.

So they tripled down on data and technology to track and understand these key metrics and data inside and out. Before long they had more control and better decision making capability than ever.



Guess what happened?
Business was fun again!

- › They were now out of the day-to-day “technician” work of doing it all themselves... **(via Systems)**
- › They now had great employees doing the majority of the work... **(Team)**
- › And they were confident that their team would thrive w/ the proper systems and data... **(Data)**

They had a Machine, and they felt in complete control.

It's stressful when you're growing fast and out of control. You have no time to breathe. Your business is in control of you and you spend your day constantly reacting, but it has to be the other way around.

Data is the answer. **Knowing your numbers is how you regain control and take charge.**

This was a huge turning point for Ryan and Erik just as it is for other 2X clients. And doing so allowed the guys to leverage the final tool in this list to surge past 8 figures.

But before we get to that, let me ask you...

On a scale of 1-10, how well do you know your key numbers?

If it's not an 8 or better, you're in trouble!

Systems and People will help you scale, but without knowing your numbers, it will spiral out of your control. So make sure you grab this guide, because it WILL help you know your numbers (like it did with Ryan and Erik).

It gave them more time, and more important... more MONEY!

This is the final piece of leverage you need to scale beyond 8 figures.

It's also the single biggest hurdle most business owners struggle to get over.



FOURTH FORM OF LEVERAGE MONEY

How confident are you? Right now, are you prepared to put your money where your mouth is?

You dream big, sure...
You have a big vision...
You talk a good game...

But are you willing to invest in you and your business? **Are you confident enough to bet on YOU?**

What would happen if you took \$20k and put it into your business this month?

What about \$200k... are you willing to take that risk and make that investment?



Most of us aren't confident enough to throw money like this into our business (whether you have the funds to do so or not). I've struggled with this in the past. So did Ryan and Erik.

But this is what wealthy, successful people do. They put their money to work, leveraging it to make more of it. It's one of the biggest principles of wealth:

Put your money to work for you.

Do this right and you create your own ATM machine, turning one buck into two ;)

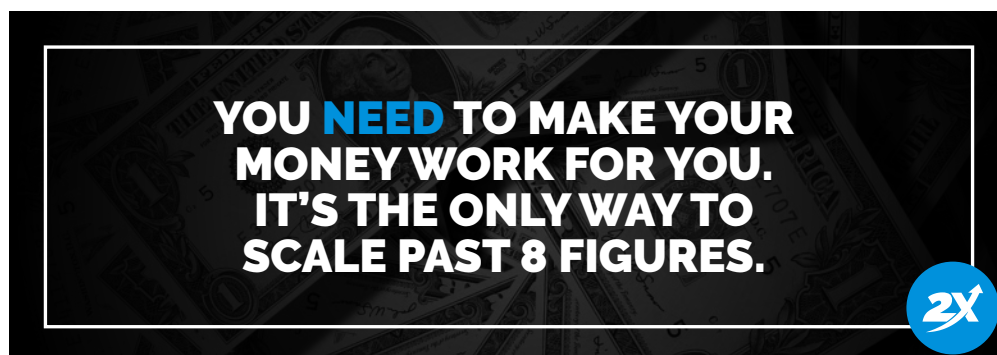
The good news is... if you create the right systems, build the right team and track the right data YOU WILL make more money (lots of it).



This is how so many entrepreneurs get stuck at six-figures. They keep hold of their money because they're afraid to lose it. Or they spend it on things they don't need, or on some lavish lifestyle.

Their growth stalls. They stay where they are. Often, they go backwards.

- > No time.
- > No money.
- > No growth!



We helped Ryan and Erik do this. It was the single biggest form of leverage that ensured they surged past the 8-figure mark. They leveraged money for both their personal wealth and the business as a whole, setting them up for long-term success.

- > They removed their ceiling.
- > They maintained their growth.
- > They freed up more time.
- > They made more money from their money.

They left the “hamster wheel” far behind, and continue to grow at a rapid pace because they continue to make sure their money works for them.

*They leverage it.
They invest it.
They put it to work!*

We talk more about this and how you can start to build real wealth in your business in a separate guide called: [The Entrepreneur’s Financial Checklist](#).



If you want to learn more about how to make your money work for you, I encourage you to read it.

Grab your copy here, and lay the foundations for long-lasting, sustainable wealth and success.

MONEY is the final piece of leverage. If you do the other three right, money will come. But unless you invest it wisely, this whole process falls apart. This is what we worked on with Ryan and Erik, and it had (and continues to have) a HUGE impact on their business.

The progress they have made is incredible.
The progress they continue to make blows my mind.

But I shouldn't be surprised, because [they're following a proven formula to growing a successful business.](#) This is the formula we use. We help entrepreneurs like you master this formula so you can turn your 'hustle' into a fast-scaling Machine and start generating what you really want out of your business:

- › More TIME and Freedom, getting out of constantly working "in" the business ...
- › More MONEY, Revenue and personal income so you can finally start build real wealth ...
- › And much faster, more systematic GROWTH where the fun and opportunities are.

*It's about creating the business you know
is possible for you so that you can
live the life you dream of.*

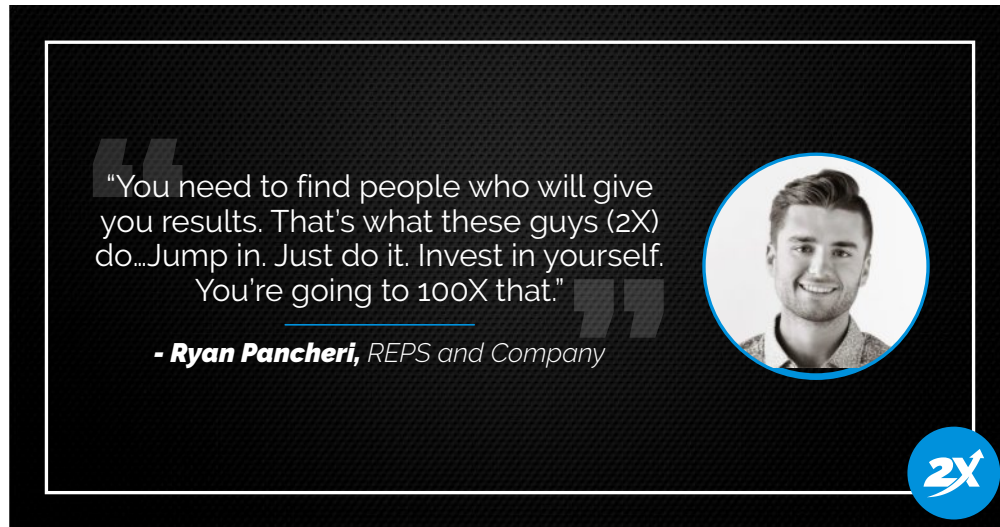
Ryan and Erik are one of our most successful case studies, but they aren't alone.

[We've helped dozens](#) master these same steps, and maybe you're at a point where you need our help...

If you are already growing and doing "ok" in your business or even "good", but you want to scale faster than ever and do so with a much better approach and strategy...

[Apply for our 90-day coaching program to see if you qualify.](#) We specifically work with 6 and 7-figure entrepreneurs who want to explosively grow their businesses.

People who are hungry, who want to be better, more efficient, and have more impact...



We can help you leverage all four of these key pieces, showing you what to do and when. You can try do it all yourself, sure... but all that leads to is a lot of trial and error.

[So join Ryan, Erik and the growing list of successful business owners who have learned there is a better, smarter, and simpler way to build a fast-scaling business.](#)

[JOIN 2X: APPLY NOW](#)



The Proven Path to Systemize & Scale Your Business



At 2X, we work with 6 and 7-figure entrepreneurs hands-on to help you systemize and scale your business faster than ever before.

By focusing on the things you really need to, we help optimize your business, your time, and your strategy to get a lot more profits, consistency, control, time, and growth.

It's time to turn your hustle into a systemized, scalable machine. We can help.

Learn more about our proven 90-day business accelerator and apply here:

» scale2x.com/2X «



"You need to find people who will give you results. That's what these guys (2X) do."

- Ryan Pancheri, 8-Figure Entrepreneur

"I learned that before 2X I didn't have a real business; I had a 'hustle'. Now I have a real business that is way more streamlined, scalable, and systematic than ever."

- Perry Jeffries III, Entrepreneur and Financial Planner



"Because of 2X program in the last 90 days, we've been able to actually 3.6X our reoccurring revenue. We went from just having minimal customers and no strategy... to having a set strategy and a business model to be able to scale. 100% it is a game changer for your business and I highly recommend it."

- Brett Ratkowski, Co-Founder of Optimized Real Estate