

**ScaleTime**

**SCALE then XHALE**



# Corporate Dropout → 20+ years of ops Helped 500+ Agencies in 5 Continents



BEFORE



YEAR 1



YEAR 2



YEAR 7





# Plug Your Cash Leaks!

## 10% Profit in 60 min

0. Effective Hourly Rate



1. Find your Profit Leaks



2. Prioritize your Top Leaks



3. Pick Your top 3 Priorities

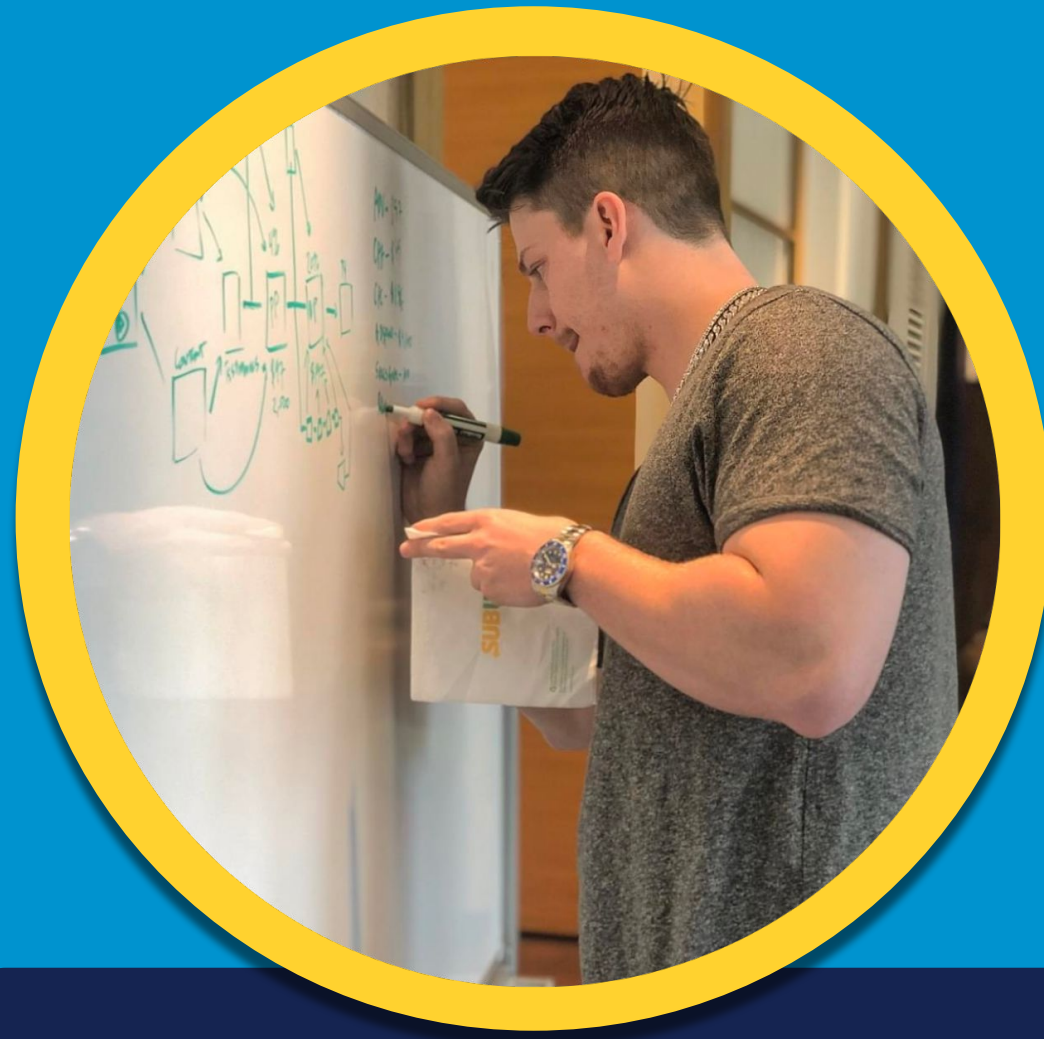


4. Estimate Reclaim Profit





# What Type of Owner are You?



THE INNOVATOR

*"Just let me at it"*

**Next product** that  
will grow Rev by X ...



THE RAINMAKER

*"Get me in front of "*

**Next Deal** that will  
grow Rev by X ...



THE EXIT MASTER

*"Let me start this"*

**Next acquisition** that  
will grow Rev by X ...

# What is the ***EFFECTIVE*** Hourly Rate to your Biz?

## The Innovator

New Campaign  
New Product line  
(physical/digital)  
New Service Line  
New Technology  
New Streamlined Process

## The Rainmaker

Closing Clients  
Closing Strategic  
Partnerships  
Speaking Engagements  
Trade Shows

## The Exit Master

Productizing the business  
Selling a business  
Buying a business  
Starting new business

REVENUE GENERATED

/

Hours

=

EFFECTIVE HOURLY

*Any job you are doing under this effective hourly rate is your first profit leak!*



# INNOVATOR / RAINMAKER

## Stuck Account Managing



Guillermo Ortiz | CEO

Doing

Answering clients via  
text message

Time: 15 min on avg

EFFECTIVE  
HOURLY

Sales: 60k Rev / year  
Time to close: 6 hours  
Closing Rate: 25%  
Effective Hourly: 2.5k

OPPORTUNITY  
Cost

Every SINGLE text  
message was costing:  
  
\$625 USD

EFFECTIVE HOURLY  
= \$2,500 USD





You can't focus on your \$2500/ hour task if you don't know what they are!

**Visibility:** 1st profitability leak  
(meta leak)

# Awareness

# Pain

# Solution?

## 🕒 When does low client profitability piss you off:

You can see how people vote. [Learn more](#)

🕒 Tax time	6%
🔥 You're fighting another fire	67%
💸 Can't afford a new hire	22%
💰 No \$\$\$ for investments	6%

## What kills profitability?

You can see how people vote. [Learn more](#)

🔥 Sucky Employees	53%
⚠️ Crappy Clients	13%
💸 Low Sales	7%
📅 Delayed Deliverables	27%

## What fixes profitability?

You can see how people vote. [Learn more](#)

Cutting the FAT in your staff	4%
Firing \$HITTY clients ✓	21%
System & Process EFFICIENCY	67%
Selling MORE, faster	8%



# 29 Profit LEAKS





PROFIT & LOSS STATEMENT

Income \$X,XXX,XXX.90

Gross Profit \$ XXX,XXX.73

Selling \$X,XXX.43

General \$XXXXX.73

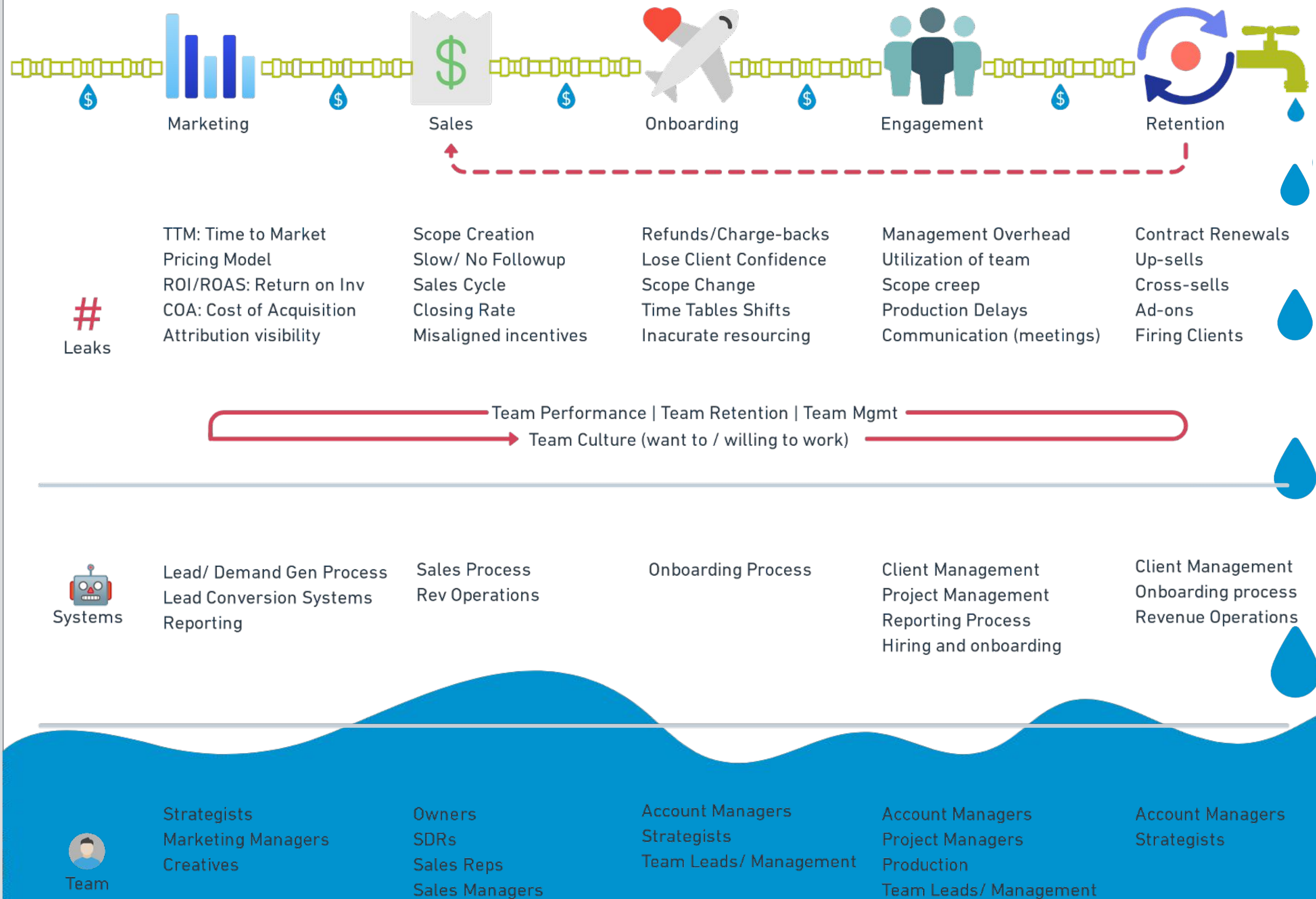
Administrative \$XXX,XXX.73

Operating Expenses \$XXX,XXX.73

Taxes \$XX,XXX.73

Net Income \$XX,XXX.73

29 Profit Leaks : CASH goes to DIE

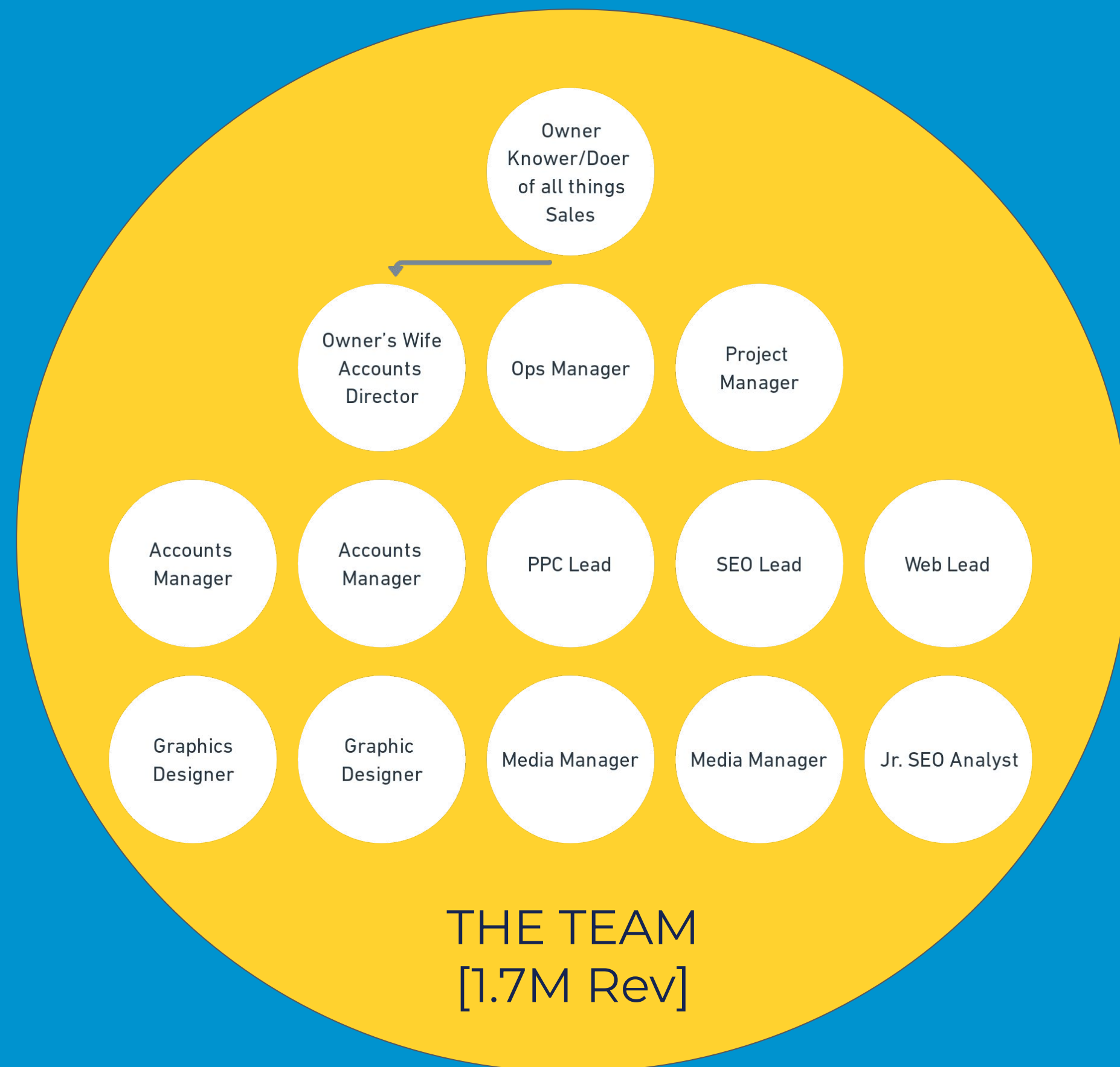




14 team members  
2X Revenue  
-374 → 31% Client Profitability



# Profit Loss to Profit Share!



## Process

Client Onboarding  
Client Management  
Project Management  
Hiring & Onboarding

## Performance

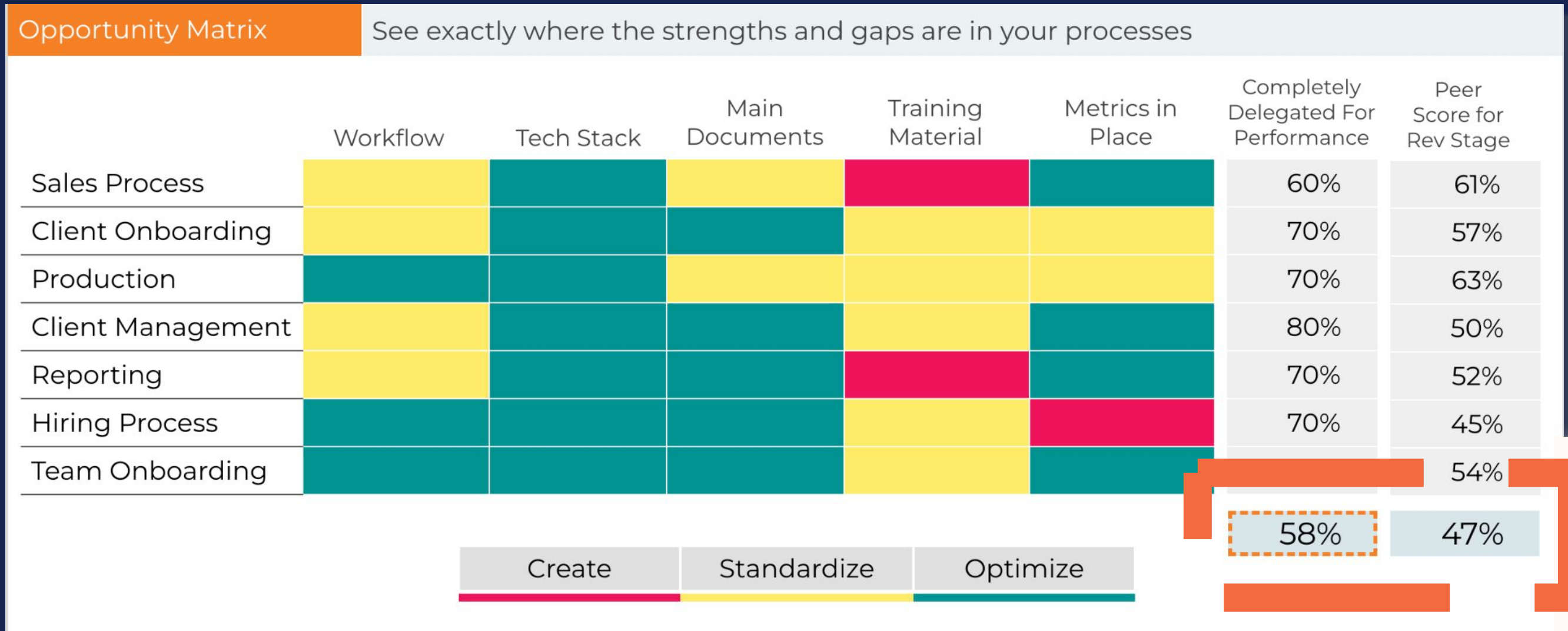
Fired Clients  
Fired underperformers  
Put in KPIs

## Profitability

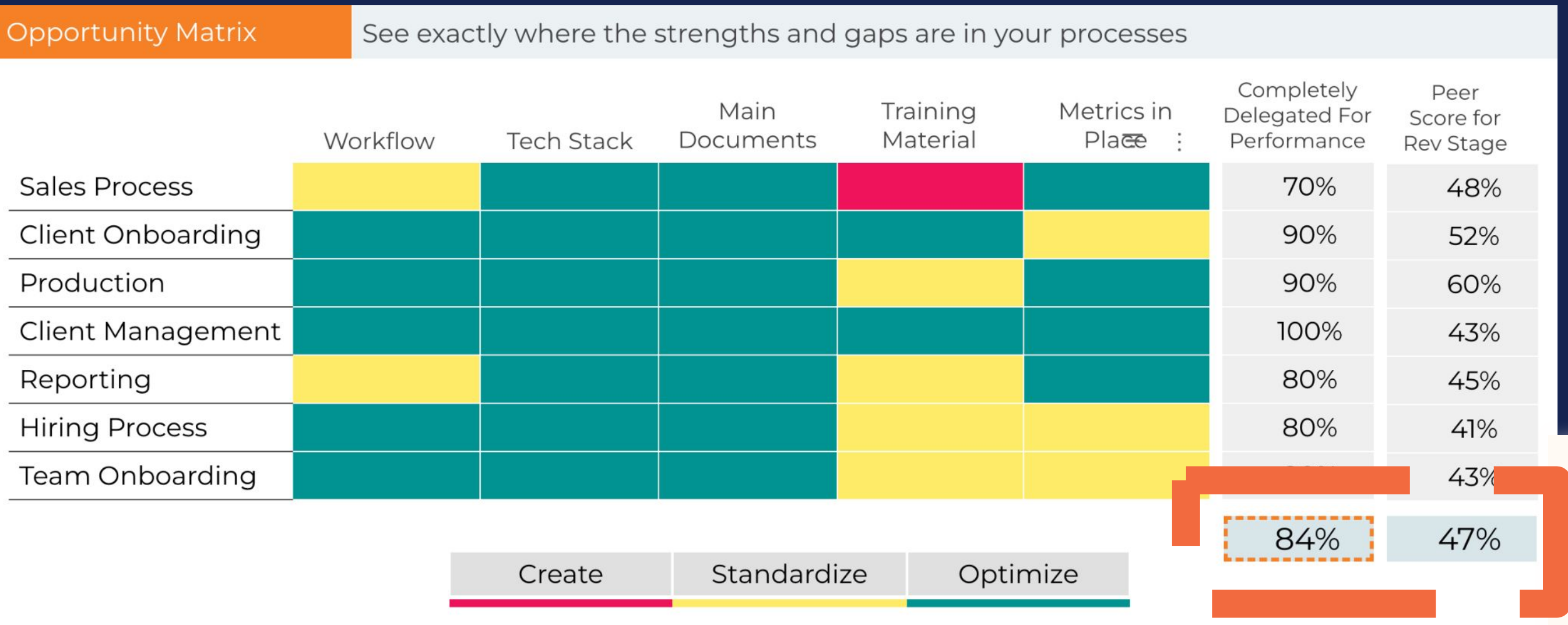
Client Profitability -352 → 31%  
Created Profit Share  
Increased Retention to 92%



# Operational Excellence



BEFORE



AFTER

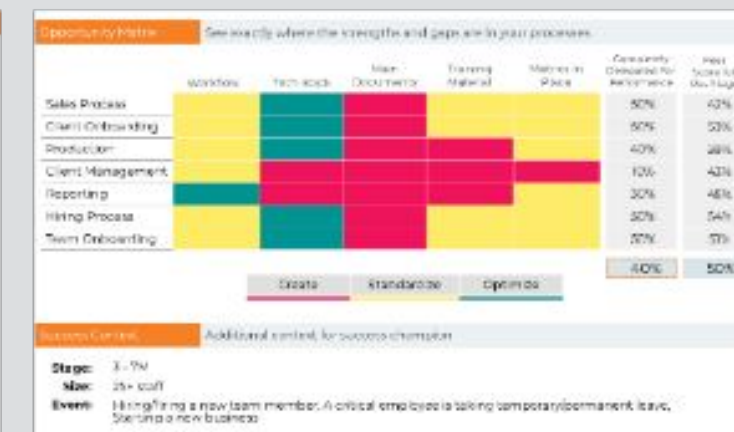
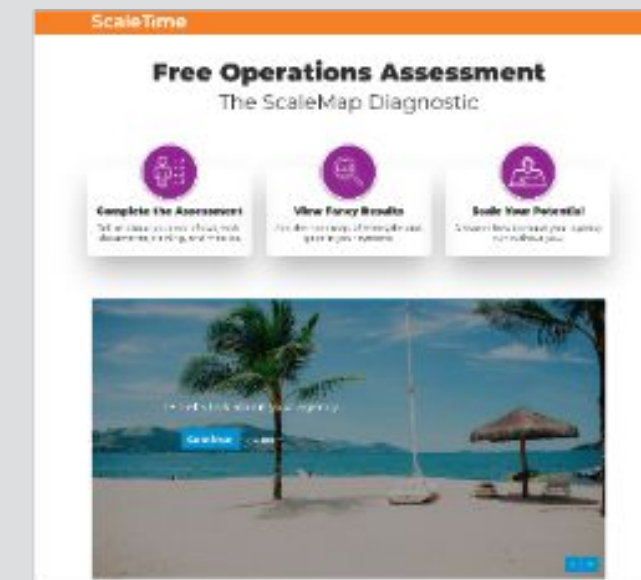
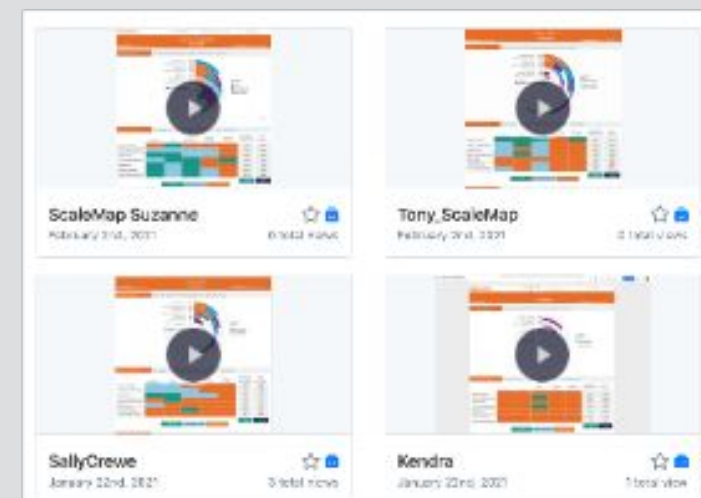
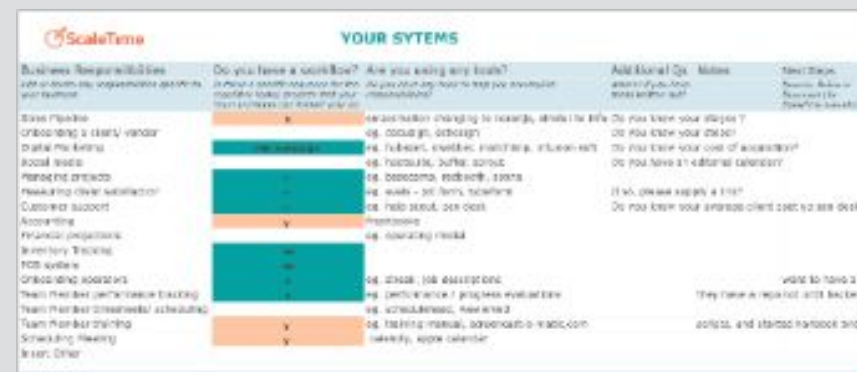
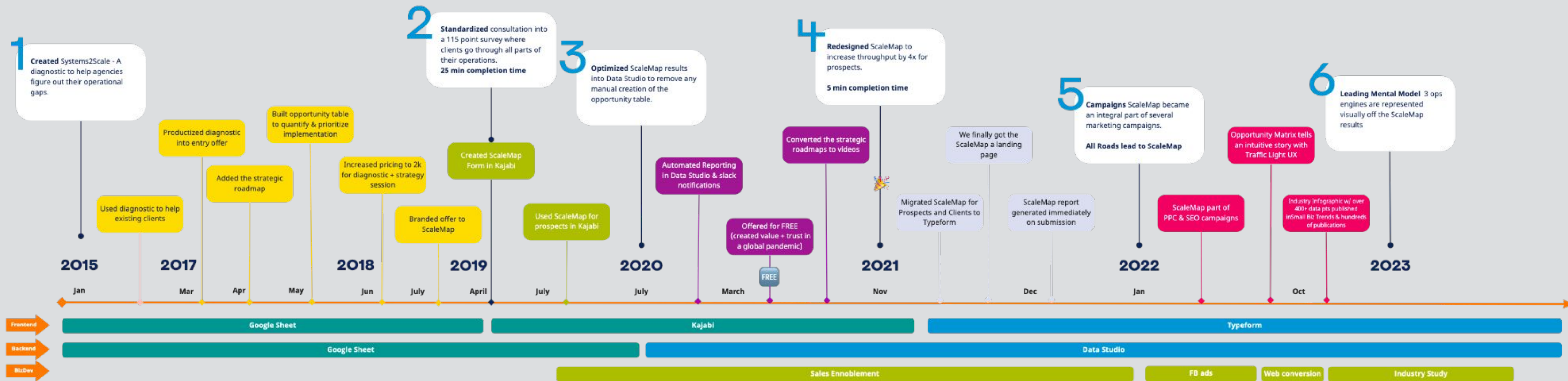








# Operations Industry Study with over 600+ Participants

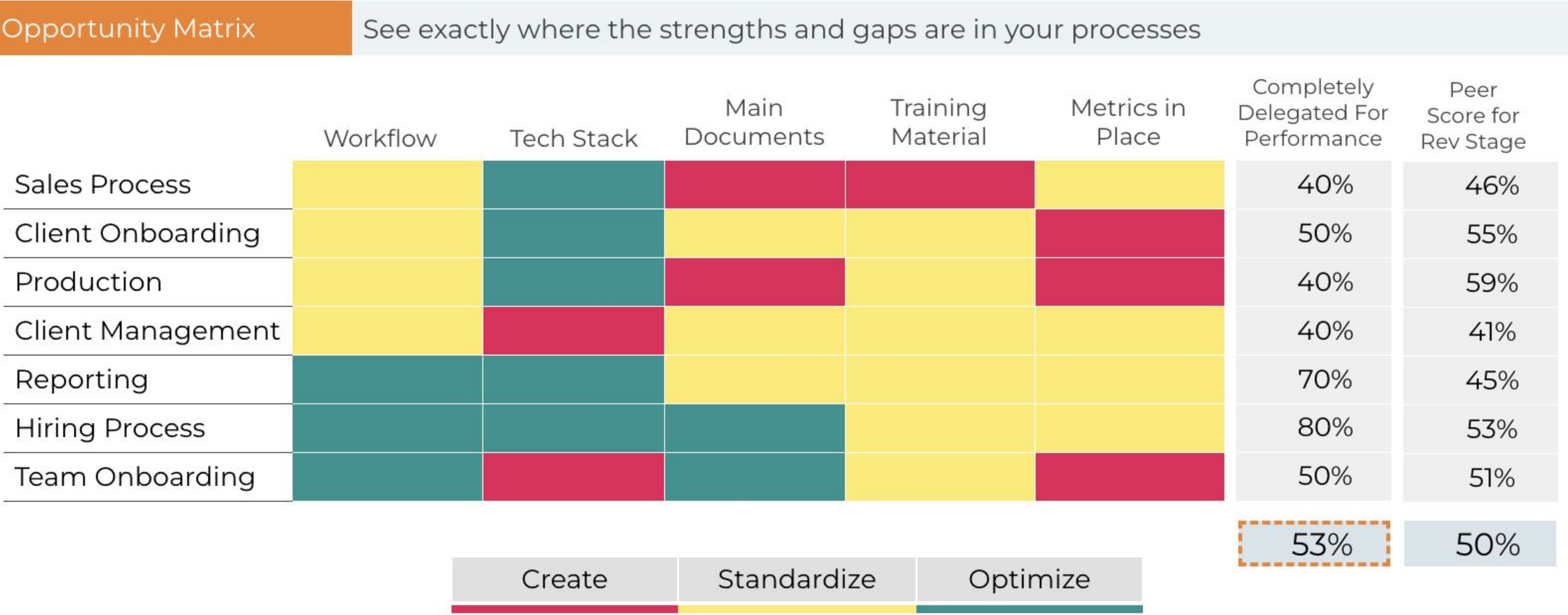


*Participate in our Study!*



# ScaleMap Diagnostic: Get Your Custom Results in 24 hours

## Operational Gaps and Opportunities



Free a minimum of 5 hours a week on average

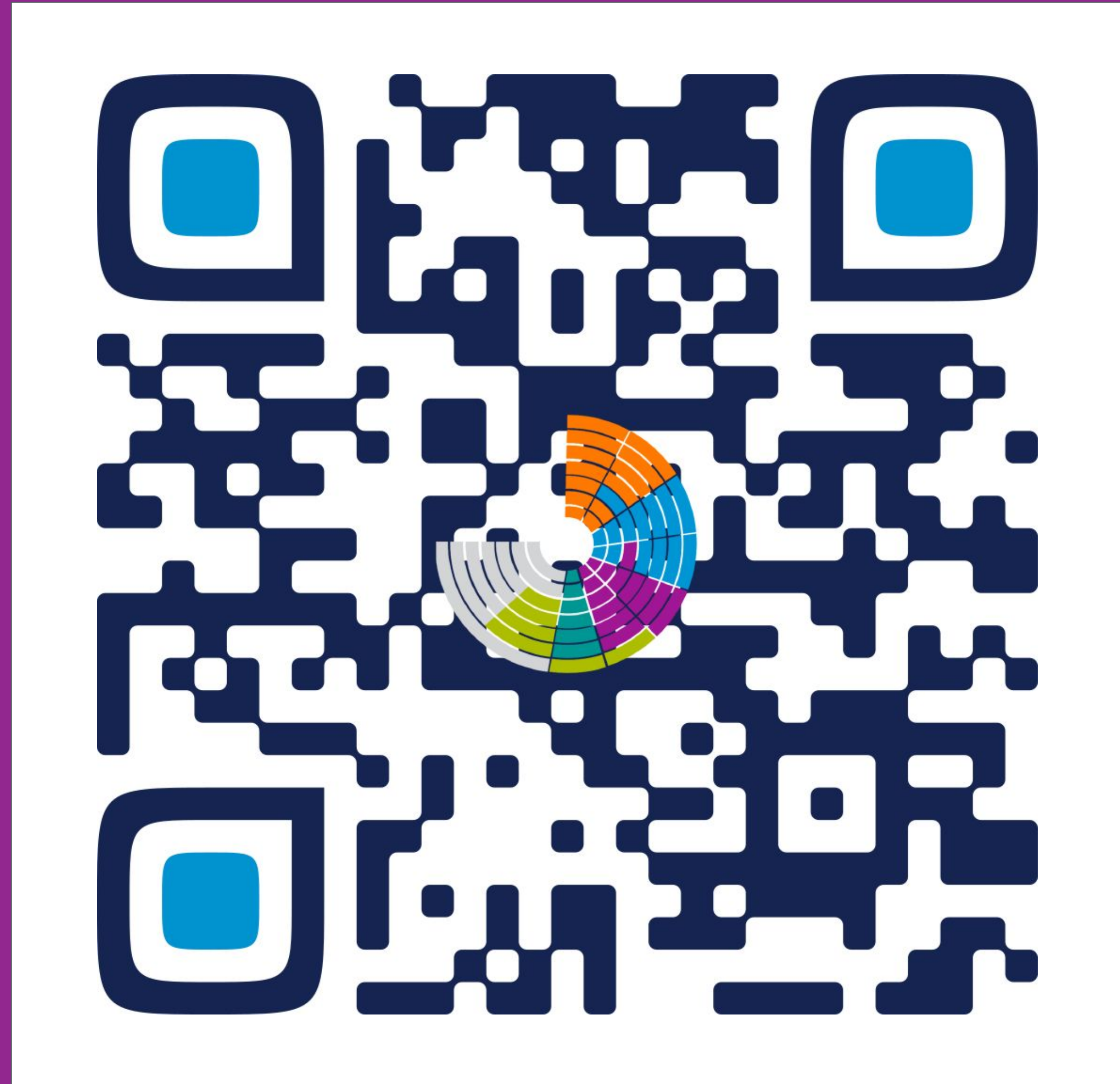


50 OPS GAPS

5 MIN  
DIAGNOSTIC

5 HRS SAVED

Take the ScaleMap



*[bit.ly/myscalemap](https://bit.ly/myscalemap)*

Forbes

LinkedIn

Entrepreneur

SBA  
U.S. Small Business Administration

TechRepublic

ScaleTime