



THE 5 REASONS WHY
YOUR BUSINESS
WILL **NEVER** GET TO
8 FIGURES

HOW TO FIX IT FAST!

NICK BRADLEY

WHY THIS GUIDE WILL CHANGE YOUR LIFE

(WHEN YOU IMPLEMENT IT)

I am going to get straight to the point with this so there is no fluff.

In a world full of complexity and misinformation, you need to understand where you are going wrong with your current strategy to instantly be able to correct and alter your actions and create the business that you really deserve.

The truth is, a business that is chaotic, unpredictable, and relies on hustle to generate customers and cash flow is not a good business—it's a big headache. Your ability to scale growth in a simple and precise way is the lifeblood of your business . . . and your ticket to freedom.

After reading this (and when you take the necessary actions to correct these mistakes), you won't have to worry about making money, building wealth, and achieving freedom. You will have built a stunning high-value business . . . but only if you are willing to implement these steps and do whatever it takes.

WHY LISTEN TO ME?

My name is Nick Bradley and I am an entrepreneur, investor, speaker, business scale-up expert and high-value exit strategist.

Over the last decade, I have built, bought, and sold multiple businesses. To be precise, I have been involved in 117 acquisitions and 26 exits with a combined valuation of over \$5bn.

I'm also the host of the "Scale Up With Nick Bradley" Podcast, which has been ranked #1 business podcast in the UK on iTunes and Spotify with over 650,000 downloads worldwide.

I currently have 3 primary companies and have outsourced the day-to-day running of all of them:

1. A top-end advisory where we provide scale-up services to help business owners build high-value businesses ... so they can exit rich.
2. An investment business where we look to buy good, profitable businesses (min. profit \$1m USD), grow and scale them, and then exit up the chain to bigger companies and Private Equity firms for 3-5x our initial investment.

3. A coaching and consulting business where we provide education and information products to help entrepreneurs and investors with business growth and wealth creation.

The main reason you are going to love this guide is because I am straight to the point and I am obsessed with helping people get results.

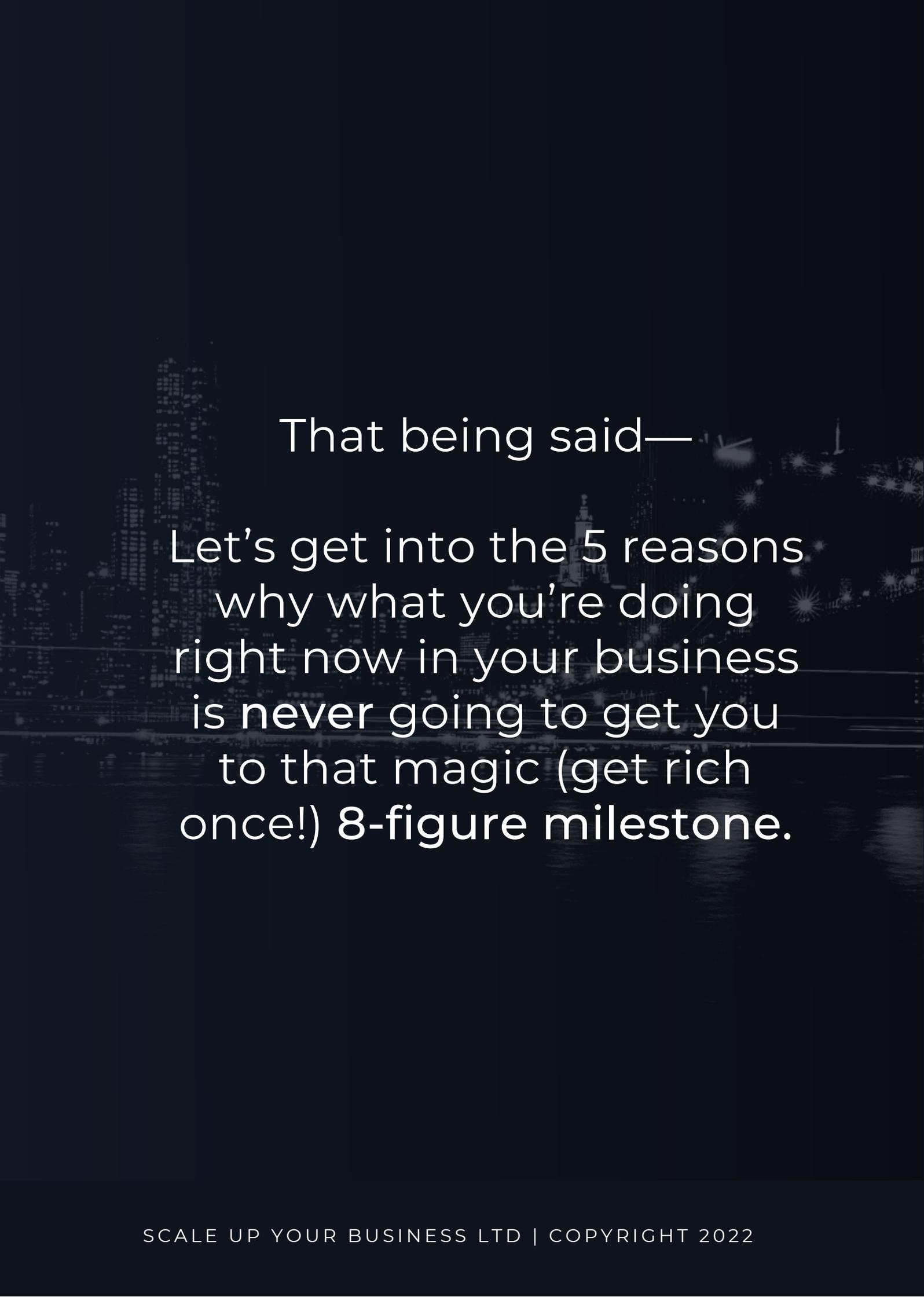
You will become very clear on the problems that have held you back when it comes to building a fast-growth, high-value business . . . and having personally spent thousands of hours listening to the same problems over and over again from business owners just like you, there is a consistent pattern as to why you are not where you want to be in your business right now.

With so many coaches and consultants promising everything and delivering nothing, my aim in this guide is to prove to you that I know what I am talking about. If you follow these steps, then you too can make a radical shift in your current situation and get crystal clear on your next actions.

I am the creator of my own personal methodology for scaling fast and exiting rich called, “Scale To Sale,” which enables you to **build a high-value, 8-figure business** without all the chaos of managing day-to-day operations, the hustle of trying to grow one customer at a time, getting stressed, overwhelmed and then . . . giving up.

Have you ever wondered why over 90% of small businesses fail in the early stages and never reach the scale-up phase? It’s because the founders hit a breaking point and simply can’t go on!

Well, the good news is that fast growth and scale is something anyone can learn and implement, and this guide is your gateway to that knowledge and understanding.



That being said—

Let's get into the 5 reasons why what you're doing right now in your business is **never** going to get you to that magic (get rich once!) **8-figure milestone.**



REASON 1

You are flying the plane with
no idea of the destination.

The truth is, if you have no idea what the end game is for you and your business, you will never make life-changing money, you'll end up working forever relying on profit for income, and you'll put yourself at massive risk of being impacted by the external market and changes in the economy (even global pandemics!).

One of my clients, before he got really clear on his end game, was on the edge of giving up because he had literally forgotten why he started his business in the first place and each and every day was getting sucked into the granular operations ... never seeing his family and never having any time for himself.

Once he got clear on how he could make money, build value, grow, scale without having to be there himself to achieve it, he was able to work more "on" the business vs. "in" it ... things like the strategy, game-changing partnerships, high-value acquisitions, etc. He was able to produce almost instant results because instead of trying to do too many slow, low-value things at one time, he was focused on the bigger activities that could speed everything else up.

The process I recommend is really simple: **start with the end in mind and never lose sight of your end game.** That way you never lose focus or get distracted by things that ultimately won't serve you.

For example, there has never been a better time in history to scale via small business acquisitions. In the US alone, there are over 10,000 people retiring every day as "Baby Boomers" reach retirement age. This dynamic is set to continue to the year 2030 when all 'boomers' will be over 65. If you have no end game, if you are constantly looking at the day-to-day, you could totally miss this MASSIVE opportunity to grow and scale quickly.

The reality is, scaling via acquisitions is much easier than you think. Of the 117 acquisitions I mentioned earlier, not one was done with all the cash upfront. In fact, all were done leveraging other people's money!

More on this later.

Before we get into the fun scale-up stuff, I have some easy free steps that you can follow now to get clear on your end game. However, if you want to build strong foundations, then I would strongly suggest not rushing this crucial step in building your high-value, 'get rich once' business.

If you spoke with the thousands of business owners I've helped over the years, most would say that defining a clear end game was the ONE THING that unlocked their pathway to success.



REASON 2

You are trying to grow your
business one customer at
a time.

One of the biggest reasons why business owners fail to build an 8-figure business (or even a 7-figure one) is because they rely on hustle going after each and every customer.

Hustle is not a growth strategy. It's dependent on energy, willpower, and luck to build your business. And let's be honest: all of these run out at some point.

If you are not running a predictable machine that brings in a consistent flow of your ideal customers, then you have no way of scaling your business.

Customers and cash flow are your lifeblood. They are effectively like oxygen. Without them, your business will die! So then, why would you only rely on hustle to secure them?

The truth is, most business owners only know one way. They feel they need to go out and find their customers, knock on lots of doors (so to speak) until eventually, someone says, "yes!" As you read this, can you see how crazy this approach is?

How many times in the last 12 months have you bought ANYTHING from an unsolicited phone call or similar cold approach? I bet the answer is zero. So why do so many business owners think this is how you grow a business?

The more specific you get on your offer, your message, and who it is targeting, the easier it is to ATTRACT ideal customers (vs. hunting them!). You need to be very clear on who you really want to serve and what your product or service is best suited for.

I have a client who is in the recruitment industry. When she started her business, she was aiming her services at everyone and trying to place candidates across every sector.

The challenge she was facing was that she didn't want to niche down into one particular service (i.e. marketing) or one particular industry (i.e. tourism and hospitality) because she was worried that she would lose potential clients.

As she found herself being compared to everyone else in the market, she realized it would be a couple of months before she to either give up on her business or take another look at her strategy.

I suggested that she focus on one core service—the one she felt she was most skilled at doing and the one she was most passionate about getting a result for her client in.

She looked at her client offering, selected the one she was best suited for based on her knowledge of the service and the best process for getting her client the result.

In a short period of time, because she was able to niche down on one core service, it meant her referral rate for that service rapidly increased. She became known as the stand-out expert in her field and someone who delivered exceptional results.

She saw a 50% increase in business revenue in less than 12 months.

When you try to grow your business one customer at a time, it becomes a painfully tiring spiral to the bottom. You lose the energy to think bigger. You become stressed and overwhelmed because you're constantly looking at revenue and cash flow shortfalls. This is the point where most business owners begin to give up.

As a matter of fact, when you build a predictable marketing and sales machine for your business that draws your ideal customer to you (vs. hustling to get them), everything changes. Focus becomes your superpower and you will be on a quicker road to getting everything you ever wanted.

Too many business owners chase all the time as if it's a badge of honour. Why put yourself through that when there's a better way?

Focus. Niche down. Become known for being brilliant at ONE THING until you hit 7-figures. Only then can you broaden your offering. Otherwise, you will be too diluted and will lose your ability to stand out and step up in a unique and remarkable way.



REASON 3

You think the way you make serious money is by running your business.

Honestly, the more you work “in” your business vs. “on” your business, the less money you’ll make and the less time freedom you’ll have. In fact, you’ll become the bottleneck and you’ll significantly slow down growth.

It makes sense when you start out to be at the centre of everything . . . and this is mainly because you don’t have the cash flow or resources to outsource activities or build a team.

But what works during startup is the exact opposite of what works during scale-up. **Your ability to step away from the day-to-day, to focus on the bigger strategy, is your passport to wealth creation.**

It's so simple in practice, but much harder to do emotionally because you think that if you step away everything will come crashing down. The truth is, the quicker you build your business so that it runs like a well-oiled machine (efficiently and effectively without you) the faster you will achieve your ultimate ambition: **the creation of a high-value, 8-figure business!**

One of my clients was close to breaking point. Instead of building their business like a “machine” so that they could step away, spend time with friends and family, and enjoy other interests, they built a prison!

The walls were so thick with chaos and complexity that I was surprised he’d hung on for so long! The romantic idea of becoming an entrepreneur and enjoying a life of freedom had been well and truly destroyed. The really sad part? My client had been on this painful treadmill for 9 years before reaching out to me for help.

Unfortunately, this story is far too common. Some business owners think it’s a rite of passage to go through the struggle zone. Well, I’m here to tell you that there is a much better way—a faster, more precise way to scale—and anyone can do it if they understand and follow my proven process.

Within 12 months of working with me, my client removed himself from his business. He built solid foundations, amazing systems and processes, and hired a world-class team.

Here's what he did right: he learned how to get out of his own way. After that, he watched his business soar (together with the number of zeros in his bank account!).

You see, simplifying things is the ultimate sophistication (and it's the often missed, little secret behind fast business growth). It takes courage and discipline to trust others, to hand over the one thing you've put so much heart and soul into. But it's how successful businesses transition from startup into scale-up so they do more than reach the 8-figure milestone . . . they can smash through it to 9-figures, 10-figures and beyond!

Consider Google for a second. Larry Page was the CEO from 1997 to 2001, when the business had 400 employees and did 70 million searches per day. Eric Schmidt replaced Larry and took the business to over 24,000 employees, 3 billion searches per day and \$29 billion in revenue. This made Larry and his co-founder, Sergey Brin, two of the richest people in the world. Do you think they would have created this kind of stratospheric wealth if they had continued to run their business by themselves? Absolutely no chance!

Starting a business and scaling a business are two very different things—they take a very different skill set and mindset.

The truth is, you don't make serious money running a business. You make it from scaling and exiting one. The key to this is building amazing foundations and removing yourself from the day-to-day. You just need to follow a proven process and you can be on the pathway to freedom, success, and an 8-figure empire.



REASON 4

You don't know how to leverage other people's money to drive growth.

You can't build an 8-figure business without serious investment. Fast growth and scale rely on the effective deployment of capital and resources: people, processes, systems, product development, world-class sales and marketing, mergers, acquisitions, and joint ventures.

The businesses that get stuck at high-6 to 7-figures are the ones that think small, don't step outside the box, and don't understand the power of leverage. Because of this, they never truly scale, leaving the business owner stressed, burnt out, overwhelmed, and wondering if they will ever get their business to the next level. The unfortunate answer to this is . . . they won't.

Let me jump back to that word I just mentioned: LEVERAGE. This word is absolute power! And the quicker you can get your head around what leverage means and how to apply it, the quicker you will be on the pathway to a high-value business.

Remember 'high-value' means cash flow, income, freedom, and wealth. If you dream of one day exiting your business for life-changing money, a high-value business is the VEHICLE that will get you there ... leverage is the key to the ignition.

A client of mine built a 7-figure business in less than 18 months. Impressive stuff! She built it through relentless grind and from this, created significant momentum . . . until she eventually burnt out and the momentum stopped. She then started losing customers and running out of cash. This unfortunate downward spiral affects far too many entrepreneurs when they transition from startup to scale-up.

The good news is that it's easy to fix. The starting point is THINKING BIGGER!

You see, it's natural to close our minds when the things around us aren't working to our expectations. It's actually a protection mechanism . . . we fight, or we run away. It's part of our human makeup and hardwired through years of evolution.

But the problem with closing our minds is that it clouds our judgment, forces us to miss opportunities, and it puts the brakes on when we should be accelerating.

If we start to think bigger though, we see things for what they really are. We operate at 30,000 feet and can appreciate both the challenges and the opportunities. And it's from this vantage point that we can learn to leverage because we are open to playing a bigger game.

You see leverage is simply maximizing your resources to their fullest extent. It's also about going beyond the resources you currently have and being resourceful in yourself to find new opportunities. These opportunities can be in the form of partnerships, joint ventures, sourcing investment capital, and finding good profitable businesses to buy so you can scale your business rapidly. Bigger picture thinking vs. the granular stuff that will only deliver small, incremental gains (if any at all).

Back to my client, and fast forward now 18 months from when we first started working together.

Her business went from low 7-figures and stalling . . . to +\$5m in turnover and growing rapidly.

She built game-changing partnerships over that period and focused her business strategy on acquisitions. The result? Over 80% of that impressive growth came from buying businesses using other people's money to get the deals done.

She borrowed money against the assets of the businesses she was acquiring (i.e. other people's money!). She negotiated deferred payments, over 3 years, with the sellers of those businesses (other people's money ... again!). She brought in investors to support the deals and provide growth capital for scale-up (you can see where this is going!).

Bigger thinking. Leverage. Stunning results. None of this is rocket science! My client simply learned what she needed to do and followed a proven process.

The truth is, your inability to leverage is going to cost you millions of dollars in the future.

It's going to extend the time you need to spend in your business vs. being able to do what you want, when you want, with whoever you want. The truth is also, it's something that can be fixed super quick once you have the knowledge and the know-how.

Side note: Scaling via acquisition is the big thing you must learn and apply if you want to grow faster and build a high-value business. There has never been a better time, and many deals are being done with the majority of the money coming via leverage! People often ask me . . . what is the quickest way to scale a business to a life-changing exit? **It's this! 100%.**



REASON 5

Your beliefs, your environment, and the people you surround yourself with are holding you back.

It's important to realize that what has held you back until now are the beliefs around your ability to make it happen. The crazy thing is, these aren't even your beliefs! You have borrowed them from someone else.

The question is, are you ready to let go of them now and take your business and your life to a completely different level?

Honestly, no amount of information will ever allow you to see what's possible for you unless your belief system supports it fully.

Remember this: you do not get what you want, you get what you believe. You believe what is true because of who you spend time with and the education and experiences that you have.

The more time you spend with people that have the results you want, the more you will believe it is possible for you too.

Your limitations are borrowed from your parents, your friends, your schooling and as a by-product of negative experiences.

I have a client who came to one of my summits 3 years ago. At the time, he allowed himself the belief of "I am not ready." The belief of "the time is not right for me," and he didn't take the opportunity to join one of my private coaching communities.

Another 2 years passed and he finally jumped in. He was over the moon with the experience and has grown his business rapidly since making that decision.

The problem was, he realized if he had jumped in 3 years prior, and not let his beliefs hold him back, then he would have been a lot further on in his journey. **Time is the one thing we never get back!**

I would not be here today if I had not invested in myself, backed myself 100% to grow and learn, and changed my environment.

You are the sum average of the five people you spend the most time with so make sure you choose wisely! It doesn't matter about your past, your parents, growing up on the wrong side of the tracks. What matters are the decisions you make today which will ultimately create your future.

One of my first mentors, a fantastic guy called David Kellogg, was the first person I paid for coaching. At that stage in my journey, I had very little money, but having grown up in an environment of poor decisions around money and wealth creation, I knew I needed to change things.

I made a commitment to do whatever it would take, I worked two jobs at the time in order to have the cash to pay for his services. The truth is, I was desperate to change my trajectory. Sometimes when you're in a place of pain, it's the greatest gift because you finally say, "Enough is enough," and you take action.

And it worked! David showed me exactly how he had built wealth and freedom for himself.

He showed me the exact processes he had used to grow his business, to make large amounts of money, and to scale his level of impact. Fast forward 2 years from my initial coaching with him and I was making high 6-figures by the time I was in my late twenties.

You see, you must flood yourself daily with education, possibility, and inspiration. If you grew up with Elon Musk as your neighbour and remained friends as he progressed on his journey, then the likelihood of you being successful would have increased exponentially. You would be living a completely different life than you are right now.

Read that last paragraph again and really take it in. Proximity is power. Who you spend your time with directly influences your thinking on a daily basis.

Do you want to know what a belief is? It's simply an attitude that filters the experience of your reality and dictates your actions.

If your parents were broke and had no money, unless you have done something about it like I had to do, then it's more than likely that you will bring the same attitude, the same level of thinking, and the same level of action to how you view money and success in your life.

If you're truly ready to scale to an 8-figure business, then hang out with people (or find a mentor) who has achieved exactly what you want. Spend as much time with them as possible to adopt their thinking patterns. **If you lack in personal belief, then you must borrow someone else's until you start seeing the possibilities.**

And to be super clear, this stuff is not woo woo, mumbo jumbo. There was a time in my life when I thought it didn't make sense but then I looked at my life at the time and realized my reality sucked and I needed to change.

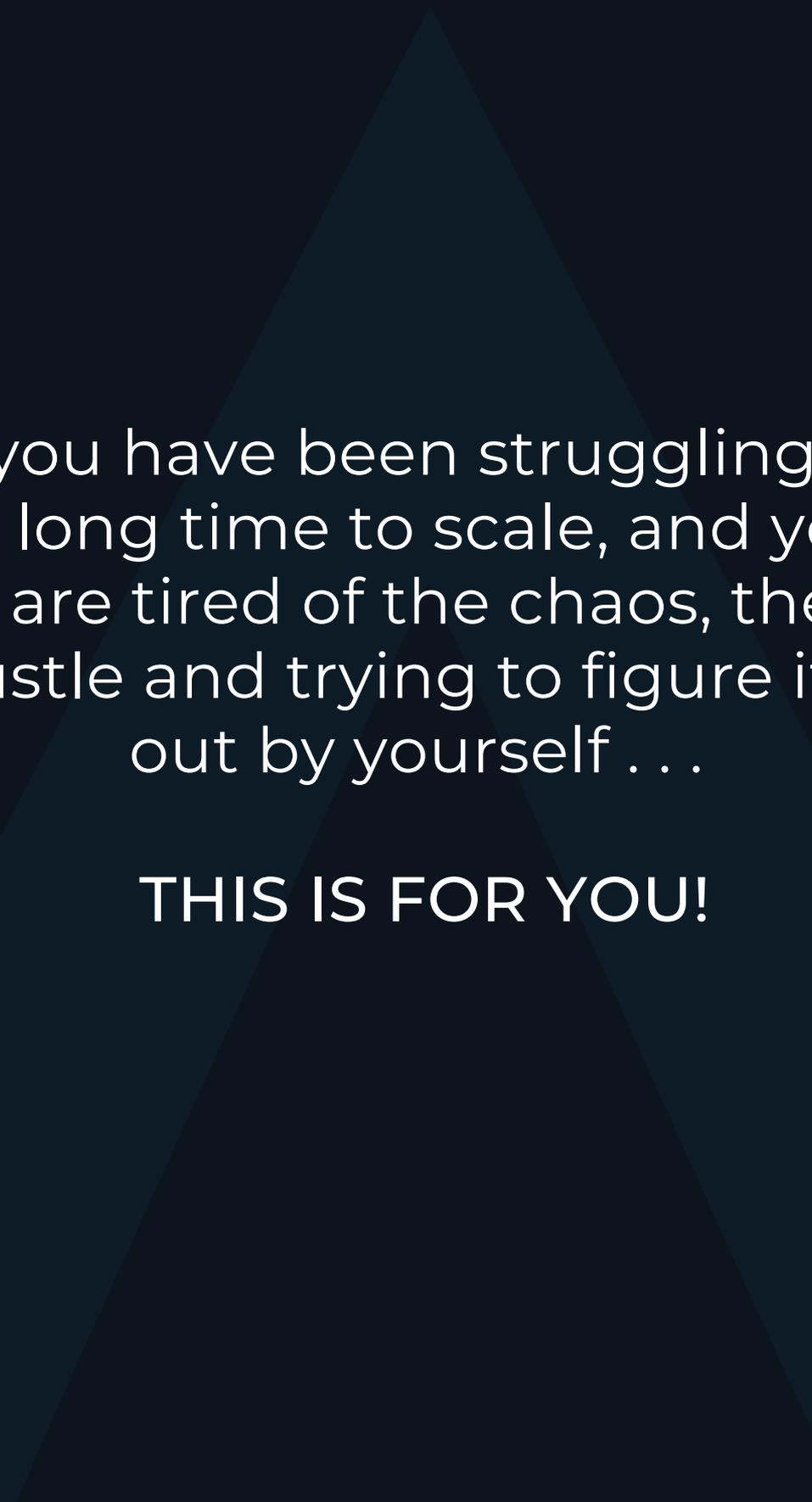
So I stepped into mindset shifts and personal growth and everything changed. I intentionally changed my environment, my network, my belief system, and things took off.

I can say this with absolute certainty: if you embrace this without scepticism and an open heart and mind, the same will happen for you.

Building an 8-figure business is much easier than you think. It's simply about:

- 1) Gaining **KNOWLEDGE**
- 2) Following a proven **PROCESS**
- 3) And committing to focused **EXECUTION**

ANYONE CAN ACHIEVE IT!



If you have been struggling for
a long time to scale, and you
are tired of the chaos, the
hustle and trying to figure it all
out by yourself . . .

THIS IS FOR YOU!

I don't care how motivated you are . . . if you want to go north and you're heading south, no amount of motivation will get you there!

Most business owners are running in the wrong direction and it's painful to watch! After years of seeing so many good businesses fail to reach 8-figures (and having the potential to do so) because they were doing the wrong things in the wrong way, I decided I wanted to help business owners get on the right path. This is when I created my **SCALE FAST, EXIT RICH methodology: Scale To Sale.**

This is the proven method I learned from over 10 years in Private Equity doing business turnarounds and scale-ups.

It's the exact method that has allowed me to facilitate 26 successful exits, achieving over \$5bn in value for business owners and investors.

It has also allowed me personally to live a life of purpose and freedom . . . and this is what I want to help create for you!

So, the **BIG** question is do you want to scale your business to 8-figures (or more) and live life fully on your terms?

If it's a **HELL YES!** Then my **Scale To Sale Methodology** is the fastest way you are going to achieve this ambition. Copy and apply it in your business and you will be leaps and bounds ahead of all those entrepreneurs in the struggle zone.

My absolute mission—what I get out of bed for, each and every day—is to help business owners like you ... scale fast and exit rich.

DO NOT MISS OUT ON THIS!

Simply COPY my method and interject it into your business. It's the fastest way to grow, scale and build to 8-figures.

Plus, I will also gift you a one-to-one session with my team and they will help you do exactly that. You will get a FREE consultation call and they will show you exactly how to apply **Scale To Sale** into your business. As a result of the session, they will fix the challenges that are currently stopping you from achieving your ultimate ambition.

If you truly knew what was stopping you from building an 8-figure business, then you would have already achieved the result. The truth is, you are most likely following the wrong method, the slow approach, yet you don't realize it.

Just a heads up, the Consultation Call is truly priceless. You'll get clarity on your end game and a plan to move forward. Because you have downloaded this guide, we are providing this consultation for FREE. This opportunity could end at any moment. If you don't book today, you could miss out on it entirely.

Book today before we close consultations down. You can literally copy my Scale To Sale method and have it individually tailored for you and your business.

Do this now and you'll be on the pathway to building a high-value, 8-figure business, achieving time and money freedom, and creating a life fully on your terms.

[BOOK YOUR FREE
CONSULTATION TODAY](#)
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ABOUT THE AUTHOR



Nick Bradley is a world-renowned business growth expert, who works with entrepreneurs, business leaders, and investors, building high-value companies.

Over the last decade, he has built, bought and sold 26 businesses with a combined valuation of \$5.2 billion dollars. He also works with Private Equity firms across the UK and the US leading business turnarounds, mergers, acquisitions, and scale-ups.

He is the co-founder of **Scale Up Your Business**, a growth consultancy that helps companies improve business performance in order for the founders and shareholders to achieve freedom, accumulate wealth, and accelerate impact.

In addition to this, Nick owns multiple businesses in a variety of industries including education, media, and professional services, and is always looking to build his portfolio via acquisitions and joint ventures.

Originally from Australia, Nick is a dedicated family man who has a strong background in physical fitness, having completed 67 marathons and 24 ultramarathon worldwide. He is also a qualified personal trainer and performance coach.

He is absolutely committed to personal growth, becoming the best version of himself, and inspiring others to achieve the same. His mission is to help create business empires with impact - bringing entrepreneurial skillset and mindset to people all over the world as a driving force of progression and prosperity.