



The Perfect Business: 5 rules, and the 6th that matters most

A Future Titans read of Alex Hormozi's framework. Watch less, apply more.

THE ONE THING HE SKIPPED

Demand.

All five of Hormozi's rules are about the economics once the business is running. None is about whether you can actually get customers. Perfect economics with no way to reach buyers is an engine with no fuel. Demand is the lever that decides whether the other five matter at all.

WHAT HORMOZI GAVE YOU: THE FIVE

Sticky · retention

Expensive · high gross margin

Expanding · growing market

Air · low complexity & capital

Unique · a moat

THE NUMBER WORTH STEALING

Net revenue retention over 100% means the business grows even if you stop selling. And most churn is in the first 30 days: get someone to **month six** and it drops to about **2%**.

TWO WATCH-OUTS

The rules fight: Air wants low capital, Unique says capital is the moat. **"Expanding" is not gospel:** boring, shrinking industries can be bought cheap and rolled up.

YOUR MOVE: SCORE, DON'T SHOP

1. Score 0-10

Rate your business on each of Hormozi's five.

2. Add the 6th: demand

Score it honestly: can you reliably get customers? This is the deciding axis.

3. Fix one lever

Move your single weakest, cheapest lever this quarter. Often: demand, or retention to month six.