



# 6 Growth Levers: run the free ones first

A Future Titans read of Codie Sanchez's levers. Watch less, apply more.

## THE SPLIT SHE SKIPS

# Free vs Financed.

She lists six levers flat, like a menu. They are not equal. Three are free and safe (price, costs, wallet share). Three are financed and risky (buy a business, new channels, rainmaker hire). Run the free three this week with no money and almost no downside. Earn the right to the rest.

## THE SIX (VIOLET = FREE, MAGENTA = FINANCED)

Price

Costs

Wallet share

Buy a business

New channels

Rainmaker

## THE NUMBER WORTH STEALING

**Wallet share: up to 14x easier** to sell to an existing customer than to win a new one, and it costs nothing to start. The one free lever to run first.

## TWO WATCH-OUTS

**Do not copy the 10x:** \$29 to \$299 is a new product, not a price change. Use the 10-to-30 percent test. **Buying is not free money:** seller finance and SBA are personally guaranteed.

## YOUR MOVE: SQUEEZE BEFORE YOU SCALE

### 1. Run a free lever

This week: the 10-to-30 price test, or list what your best customers buy elsewhere.

### 2. Max the free three

Price, costs and wallet share, before touching the financed levers.

### 3. Earn the rest

Only move to acquisition, channels and rainmaker once the free ones are maxed.