Massive Action Day

With
Sam Harrop

OCTOBER, 2026



10/10
LIFESTYLE BUSINESS
$200K SALARY
$200K NET PROFIT
2 DAYS A WEEK AT WORK
200 SERIES LAND CRUISER
2 INTERNATIONAL HOLIDAYS A YEAR

BUSINESS MAXIMISER COACHING
Building Strong Profitable Businesses

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NAME

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Building Strong Profitable Businesses

NEW LEVEL, NEW DEVIL
SELLING, EXPANDING, DIVERSIFYING, SUCCESSION PLANNING

10/10 LIFESTYLE BUSINESS
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	WORK	MONEY	TIME	MINDSET
SELF-SUSTAINING	Attraction	Surplus	Your Time	Investor

Investor mindset, investigating other business opportunities.

SCALABLE	Reputation	Investing	Over Time	Leverage - Leader

Runs without you involved in the day-to-day, you are now focused on a strategy to expand, diversify or sell.

SUCCESSFUL	Predictable	Profitable	Full or Part Time	Team - Owner

Profitable, and you can pay yourself a CEO wage. Choose to go part time or prepare to scale.

STABLE	Right Work	Wage, Break Even	Full Time	Responsive - Manager

Profitable, and can pay yourself a market-related wage.

SURVIVAL	Enough Work	$ In and $ Out	Over Time	Reactive - Worker

Just enough money to cover the bills, even though you seem to be working constantly.

START UP	Some Work	Some Revenue	Part Time	Reality - Volunteer

Having the guts to give it a go. You're yet to prove the concept works, and generally still have a day job.

SEED	No Work	No Revenue	Spare Time	Theory - Dreamer

Hobby. You start to think about how you could commercialise the idea, is often done in your spare time.

The Insight Snapshot

Insights and Actions				
How to Stop Competing on Price				
The Investment Operating System				
Round Table 1				
Round Table 2				
Round Table 3				

WINS & INSIGHTS

Wins: Personal, Business, Clients, Staff

Insights / Lessons

What are you excited or feeling most confident about?

GRATITUDE & APPRECIATION

Who?	What did they do?	Why is that important?	How are you going to thank them?	When?

QUICK TABLE INTRODUCTIONS

Your 30 Second Intro - You have 30 seconds. Tell your table your name, your business name, what your business does and why someone should choose you.

STOP COMPETING ON PRICE

A Profitable Business is a Sustainable Business

When was the last time you increased your prices and by how much?

The Power of 10%

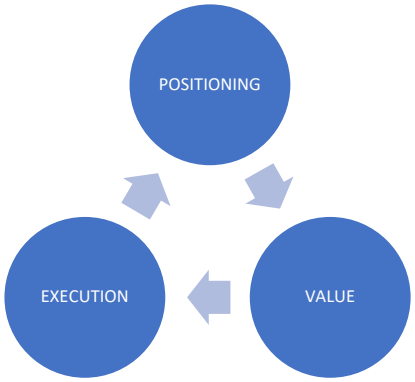
For Example: $1,000,000 revenue, $900,000 costs, $100,000 profit. A 10% price increase, with the same volume and costs, creates $1,100,000 revenue and $200,000 profit.

	Current	10% Price Increase	_____% Price Increase
Income			
Expenses			
Profit			
Difference			

The Virtuous Cycle



When customers can't see the difference – then price becomes the difference

Premium Pricing Triangle	
Positioning: Who are we for?	
Value: What are we worth to them?	
Positioning: Can we deliver it?	

Step 1 – The Right Work – What work do we want more of?

What work are we best at? What work is most profitable? Where do our strengths and opportunities overlap?	
The work we want more of is……	

Step 2 – The Right People – Who are the customers we mot want to do this work for?

Who gets the most value from this work? Who appreciates what we do well? Who is the most profitable to serve? Who is easy to serve? What matters most to them and why → see below	

What matters most & why

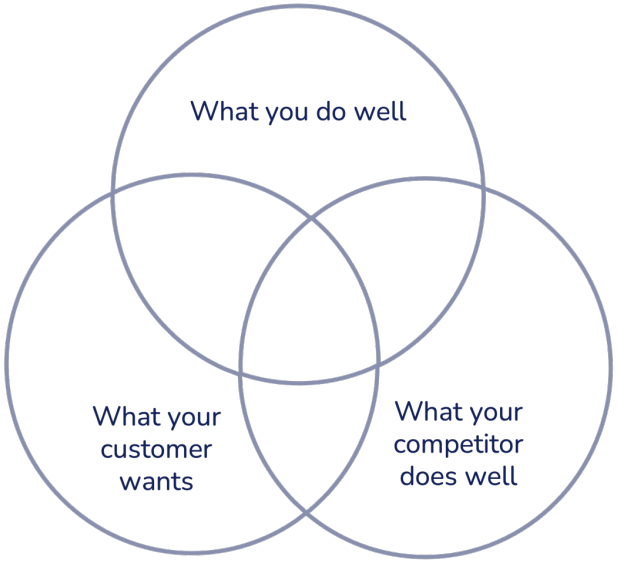
Strength / Feature	What it means	Why the customer values it

Notes:

Step 3 – Become worth more – Differentiate around what your right customer values

Scan the six areas below. Identify the ones that matter most to your ideal customer, then identify at least one practical improvement you could make.

Value lever	What might the customer care about?	Things we could improve
Reduce frustration	Unanswered calls, slow quotes, vague arrival times, chasing for updates, messy sites, confusing invoices, no follow-up	
Reduce risk	Guarantees, warranties, workmanship guarantees, fixed pricing, clear scope, service standards, performance commitments	
Increase certainty	Appointment windows, SMS updates, clear timelines, written next steps, progress updates, completion dates, transparent pricing, no-surprise policies	
Increase convenience	Online booking, one point of contact, after-hours access, easier payment options, bundled services, maintenance plans, remote approvals, digital paperwork	
Improve outcome	Faster completion, better durability, reduced downtime, lower whole-of-life cost, fewer repeat problems, better aesthetics, less disruption	
Improve experience	Better onboarding, clearer communication, protecting the customer's property, uniforms, cleanliness, photo updates, post-job follow-up, proactive check-ins	



The one or two things we could improve that would make us more valuable are:

What would this mean for the customer?

Step 4 – The Right Price – Price the value, don't just copy the market.

What pricing assumption are we currently making because of competitors?



What does the customer stand to gain or avoid by choosing us? **Could we offer more than one level of service?** **What could the tiers be?**	

Inclusions	Good	Better	Best

Step 5 – Communicate the Value – Make the value visible and believable

Being better only matters if customers can see and believe the difference.



Frustrations **1** **2** **3**	**Wants**
Fears **1** **2**	**Aspirations**

What proof do we have? Reviews, testimonials, case studies, guarantees, results or reputation.

What is the strongest reason customers should choose us?

Build a Better Pitch – Why you are worth more to those that matter

The work you want more of	
Who this is for	
What they value	
What makes you meaningfully different	
Why they should believe you	
What result do they get	

Feedback & Notes for Improvement

Notes:

Notes:

Notes:

Notes:

Surprise Interview with _____

Notes:

SPECIALIST ROUNDTABLE SESSIONS

You have the opportunity to select three of these sessions, lead by industry experts.

1	**From Profit to Wealth,** with Jackson Millan, Wealth Mentor	**4**	**Right Message, Right People, Right Time**, with Vanessa Allen, Adhesive Communication
2	**Building a Culture That Actually Means Something**, with Rhett Stubbs, Active HR	**5**	**Hot Seat**, with Sam Harrop. Bring your number one business problem and we'll work through it together as a group
3	**Getting Bang for Your Buck From Your Lawyer**, with Donna Patane, Dripl Legal		

Expert:	Topic:	
Key Learning 1	**Key Learning 2**	**Key Learning 3**

Notes:

Expert:	Topic:	
Key Learning 1	**Key Learning 2**	**Key Learning 3**

Notes:

Expert:	Topic:	
Key Learning 1	**Key Learning 2**	**Key Learning 3**

Notes:

PROJECT 1:	PROJECT 2:	PROJECT 3:
What do you want to accomplish?	What do you want to accomplish?	What do you want to accomplish?
What difference will it make?	What difference will it make?	What difference will it make?
How will we know we've been successful?	How will we know we've been successful?	How will we know we've been successful?
List all the tasks:	List all the tasks:	List all the tasks:

Tasks continued		

The Scrum Board

Hopper I Project Tasks	**To-Do** I Next Week	**Doing** I Right Now	**Done** I Wins

PLANNING FOR BETTER

BETTER

TIME	TIME OUT	TIME ON	TIME IN
	Health		
	Family		
	Friends		
	Networks		
TEAM	**HIRE**	**TRAIN**	**LEAD**
MONEY	**5. PURPOSE** **4. FREEDOM** **3. STATUS** **2. STABLE** **1. SURVIVAL**		**SALES** **PROFIT** **RESERVES / WAR CHEST / ASSETS** **CASHFLOW**