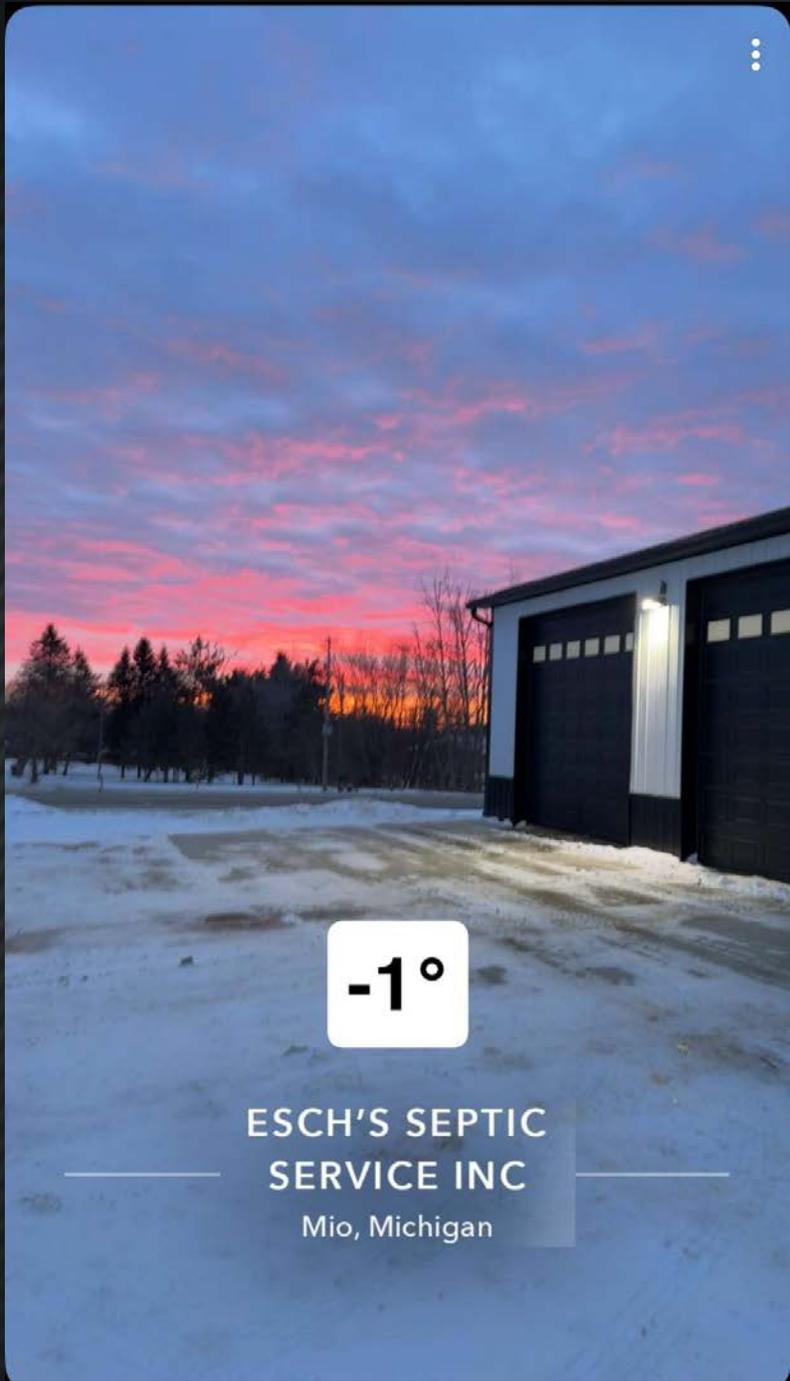


Build Without Burnout

How to Scale Your Business Without
Sacrificing Your Sanity

Luke Eggebraaten
Founder of Phaser Marketing





-1°

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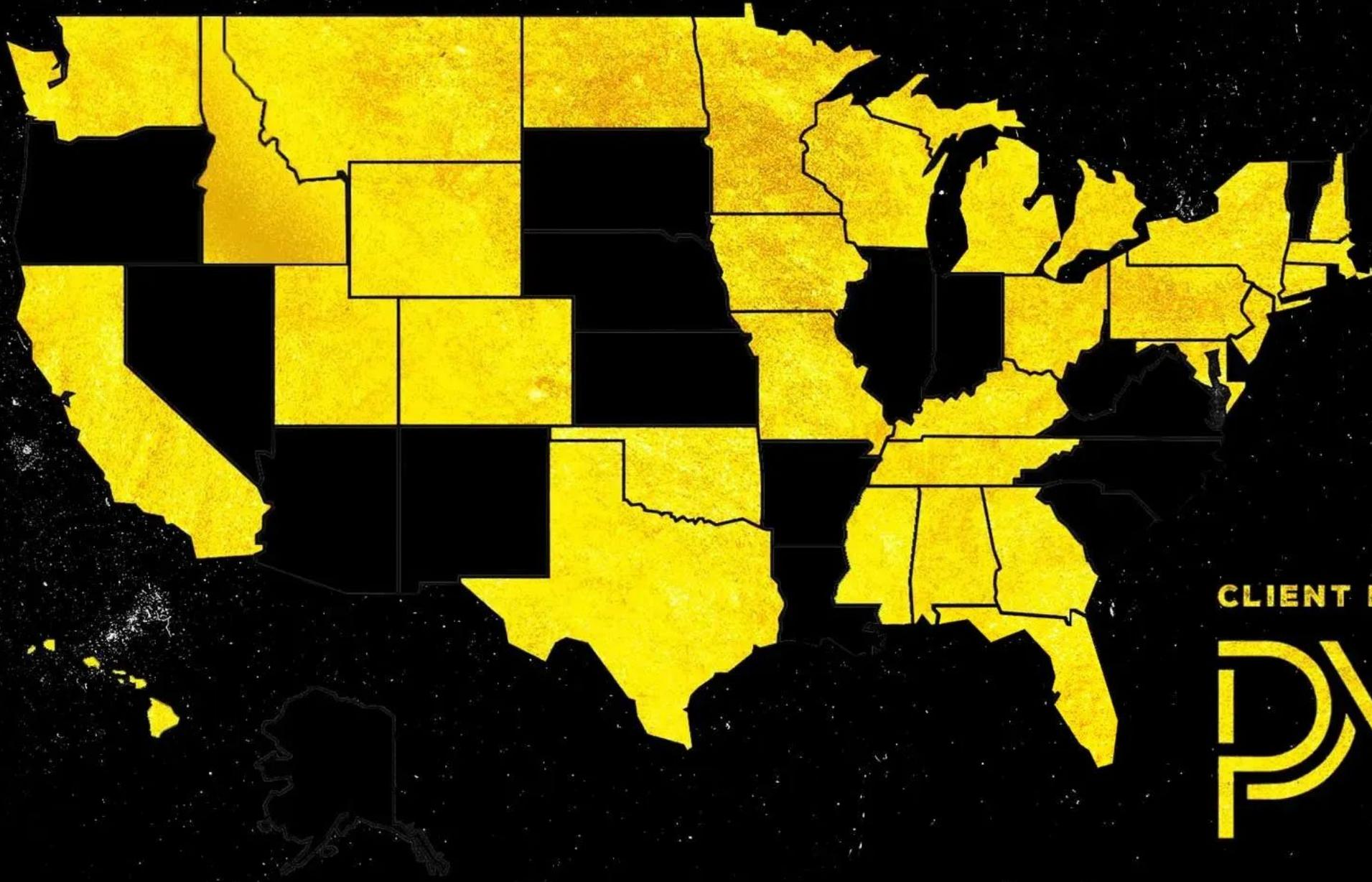
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MY PROMISE TO YOU



CLIENT RADAR



Last 90 days





MY PRIORITIES



MY PRIORITIES



60 DAYS OUT OF OFFICE



WHAT WE'LL COVER

- Why Most Business Owners Burn Out Trying to Scale
- 5 Keys to Build Without Burnout
- How to Capture a Pulse with the Burnout Scorecard
- Leveraging the Burnout Matrix to Help you Identify Risk and Protect your "Peak Zone"

THE PROBLEM



SCALING REVENUE BUT NOT FREEDOM



LOST THE JOY IN WHAT YOU'VE BUILT



**YOU'RE WINNING IN BUSINESS
BUT LOSING AT HOME**

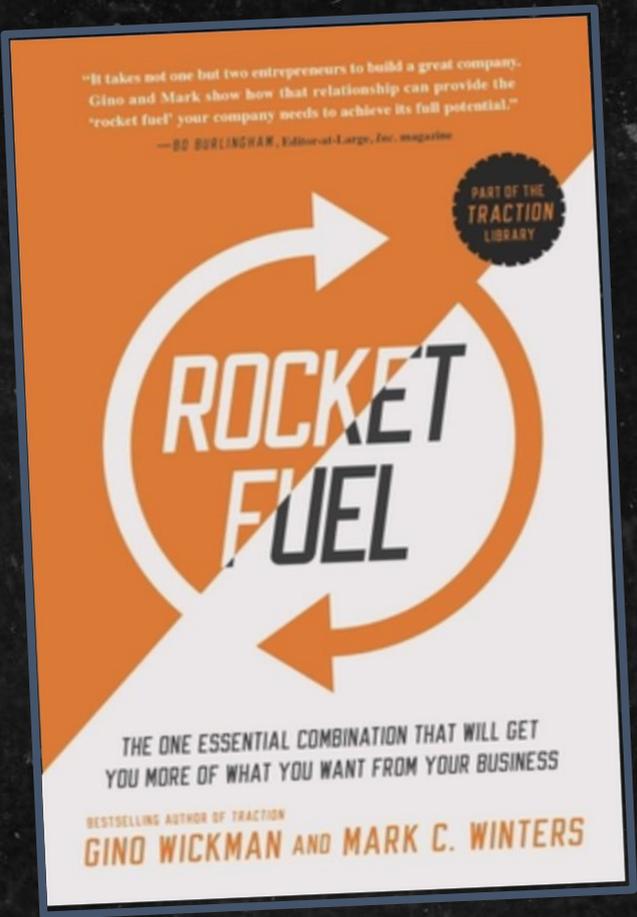
BURNOUT

VS.

HARD WORK



THE INVERSION THEORY



THE BUSINESS LEADER'S **FRUSTRATIONS**

FRUSTRATIONS

- FRUSTRATION WITH PEOPLE
- LACK OF CONTROL
- LACK OF PROFIT
- HITTING THE CEILING
- NOTHING IS WORKING

THE OPPORTUNITY

An aerial photograph of a mining or construction site. The ground is covered in grey and brown rocks and gravel. Several pieces of heavy machinery are visible, including two large yellow dump trucks with their beds raised, a yellow tracked excavator, and a yellow bulldozer. The scene is dimly lit, suggesting an overcast day or a dark filter.

5 KEYS TO **BUILD WITHOUT BURNOUT**

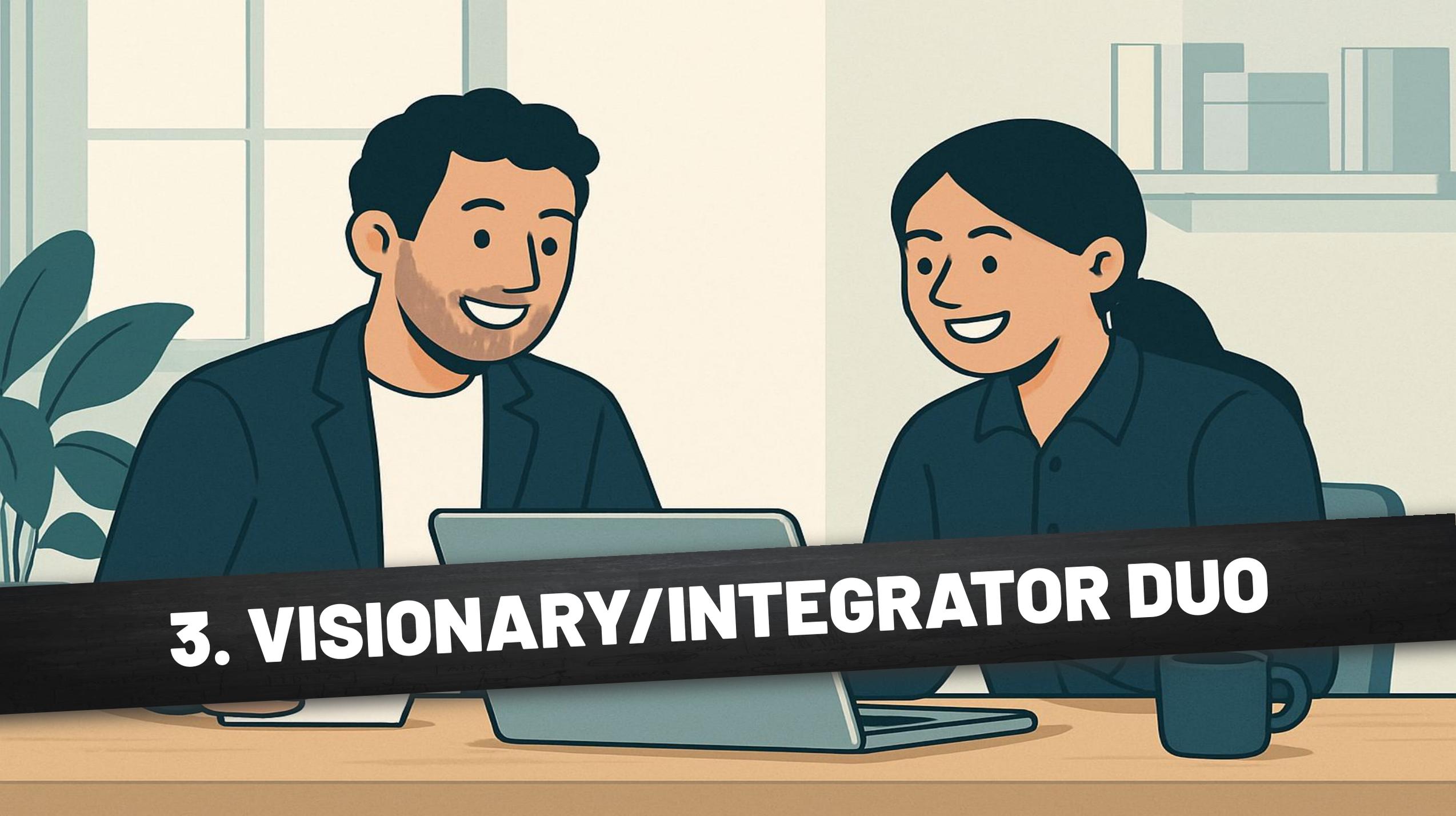


1. SYSTEMS PROTECT PEOPLE



2. LET THEM COOK





3. VISIONARY/INTEGRATOR DUO



4. NUMBERS REMOVE EMOTION

Fear lives in not knowing your numbers.
Clarity kills fear.



5. INSTALL A REAL LEADERSHIP TEAM

1: BURNOUT **PREVENTION** SCORECARD

Burnout Prevention Scorecard

Category	1	2	3	4	5
Numbers - I know my margins, payroll % and MRR targets					
Role Clarity - I know what only I should do (Visionary vs Operator)					
Systems - My client delivery is consistent and not dependant on me					
Team - My hires buy back my time, not add to my workload					
Energy - I protect my mental, physical, and personal boundries					

Scoring Key

- 5-12 = **Survival Mode**: Burnout is around the corner.
- 13-20 = **Scramble Mode**: You're scaling, but inconsistently.
- 21-25 = **Scale Mode**: You're building without burnout.



2: THE BURNOUT MATRIX

The Burnout Matrix

Everything I do

Good At

Not Good At

--

<p>PEAK ZONE (LOVE + GOOD AT) Protect this. Your highest-value work.</p>

<p>DISTRACTION ZONE (Love + Not Good At) Feels fun, but it pulls you off course.</p>

<p>You're capable but it drains you. Delegate. DRAIN ZONE (Hate + Good At)</p>

<p>Eliminate, Automate, or Delegate ASAP. BURNOUT BOX (Hate + Not Good At)</p>


Love To Do

Hate To Do

REMEMBER: About 10% of your job will always suck — that's part of being the owner. Embrace the suck and focus on what really moves the needle.

WHAT WE COVERED

- Why Most Business Owners Burn Out Trying to Scale
- 5 Keys to Build Without Burnout (Systems Protect People, Let Them COOK, V/I Duo, Numbers Remove Emotion, Install Leadership Team)
- How to Capture a Pulse with the Burnout Scorecard
- Leveraging the Burnout Matrix to Help you Identify Risk and Protect your “Peak Zone”



LESSONS FROM 60 DAYS OUT OF OFFICE



If you win at business
but lose at home,
you didn't actually win.