

The Top 9 Most Valuable Lessons©

To Building A Scalable And Sustainable Freelancing/Agency
Business... *By Marc Allen*

INTRODUCTION

As promised... ito yung 9 of the top most valuable lessons na nakuha ko as I scale (and more importantly sustain) my business.

Nasabi ko 27 page lang ito pero dahil naglagay ako ng pictures, nadagdagan sya 😊

And sabi ko 9 lessons lang pero I've decided to add yung BONUS LESSON kasi that's one of my biggest secrets talaga na pinapakita ko lang kadalasan sa R2S or Ready 2 Scale members namin.

So I hope you're excited as I am kasi ito ang isa sa uulit ulitin mong basahin na resource.

Ready na?

Lezgooooo! 🔥🔥🔥

IMPORTANT NOTE:

This is ideal for those nasa Stability stage who want to go to Success stage.

Familiar ba sa 4S?

If you're not familiar... basically based sya sa 4S na nashare ko before where in ideally... may mga dadaanan tayong stages sa life and business natin.

The 4 Stages Of Life (And Biz)

1 SURVIVAL	2 STABILITY	3 SUCCESS	4 SIGNIFICANCE
Just to put food on the table	You get everything you need	You get everything you need AND wants	You're doing something bigger than yourself

If nasa Survival ka, then use this for future reference.

No need to implement agad

But...

IF you're getting clients na and you want to level up pero STUCK...

Then this is perfect for you.

Once you understand what I shared here, you'll be able to see possibilities that most people don't see.

At the same time, when you understand how things really work, now you can act differently because you'll know what to focus on and what to ignore.

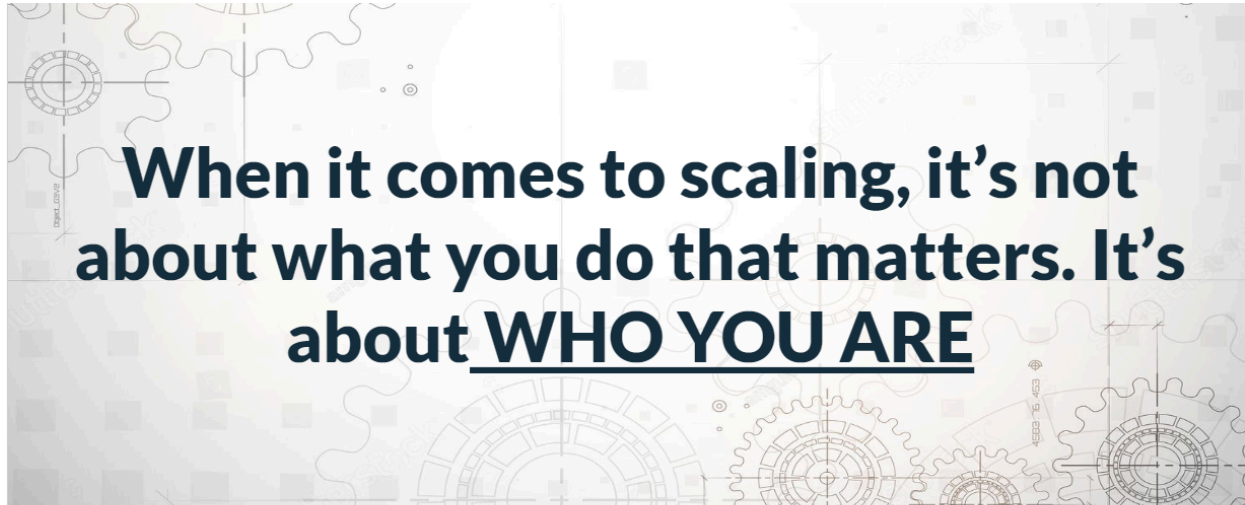
Finally...

As soon as you are applying the lessons here, mas masaya ang buhay kasi you will be able to stop following others blindly. Which is one of the main causes of burnout

because you may work hard climbing a mountain (kasi sabi nila) and end up with the wrong mountain. Ayaw natin yan.

So simulan na natin ito? 🔥

LESSON #1: THE MOST IMPORTANT OF ALL



This is one of the most important lessons (bukod dun sa BONUS LESSON sa baba nitong document na ito)

Kasi you can have the same vehicle but different driver...

Ordinary driver vs Race car driver...

... The race car driver wins.

You can have the same camera but different photographer...

Ordinary photographer vs A-List Photographer...

... the better Photographer wins.

Same goes sa atin.

We may have the same offer, same market, same opportunities...

But the freelancer/agency owner who wins is the person WHO is the better business person.

The Difference is UNDERSTANDING.

The better driver, the better photographer (and the better freelancer, agency owner or business owner)...

... They don't just know things intellectually.

Their mind, body and soul knows it because the person UNDERSTANDS it.

Alam nila yung tamang apak, at tamang liko depende kung nasaan sila sa daan para manalo sa race.

Alam nila yung tamang aperture at tamang ISO ng campera plus tamang angle para maganda ang kuha.

Same goes sa business..

Alam nila ang nuances sa lead gen. Alam nila the type of connect na bagay sa tamang tao and kung gaano karami ang kailangan to make it work.

Point is...

Scaling is not about what you do but WHO you are as a person.

Makes sense?

LESSON #2: The “Exciting” World Of Business Is Not That Really Exciting UNLESS You Know What You’re Doing

4 years ago nung nagsisimula pa lang ako mag-scale, I made a mistake.

(Side note mga bagito pa lang kami dito nila Jungie Gumiran of Juju Collagen and John Pagulayan of The Freelance Movement Tribe together with other friends. See photo)



One of my mistakes during this time is akala ko noon one jump lang from stability to success.

So tinry kong talunin ito ng isang jump.

Ang ending...

Nakailang dapa ako.

Sa dami ng dapa na naranasan ko...

Dumami ang battle scars ko.

But these battle scars helped me understand what works, what doesn't and how can I make things sustainable and repeatable.

Which allows me to scale our consulting firm, a branding agency (with a partner) and now co-founding an ecommerce brand.



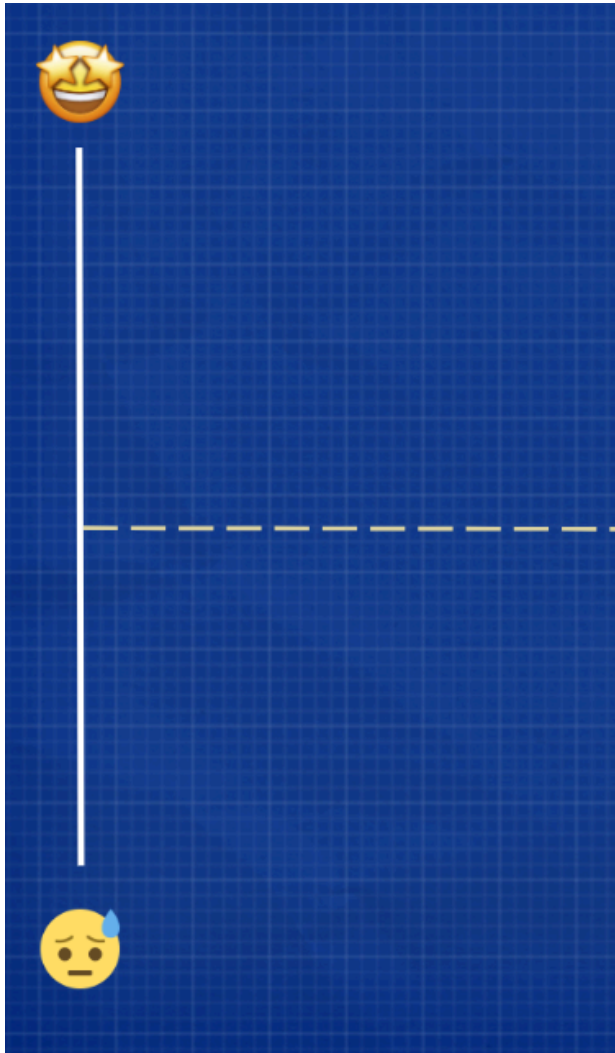
The reason I can do all of this is because I understand the scaling journey we are all heading.

Ganito kasi itsura nyan.

Imagine mo yung broken lines dito is yung TIMELINE



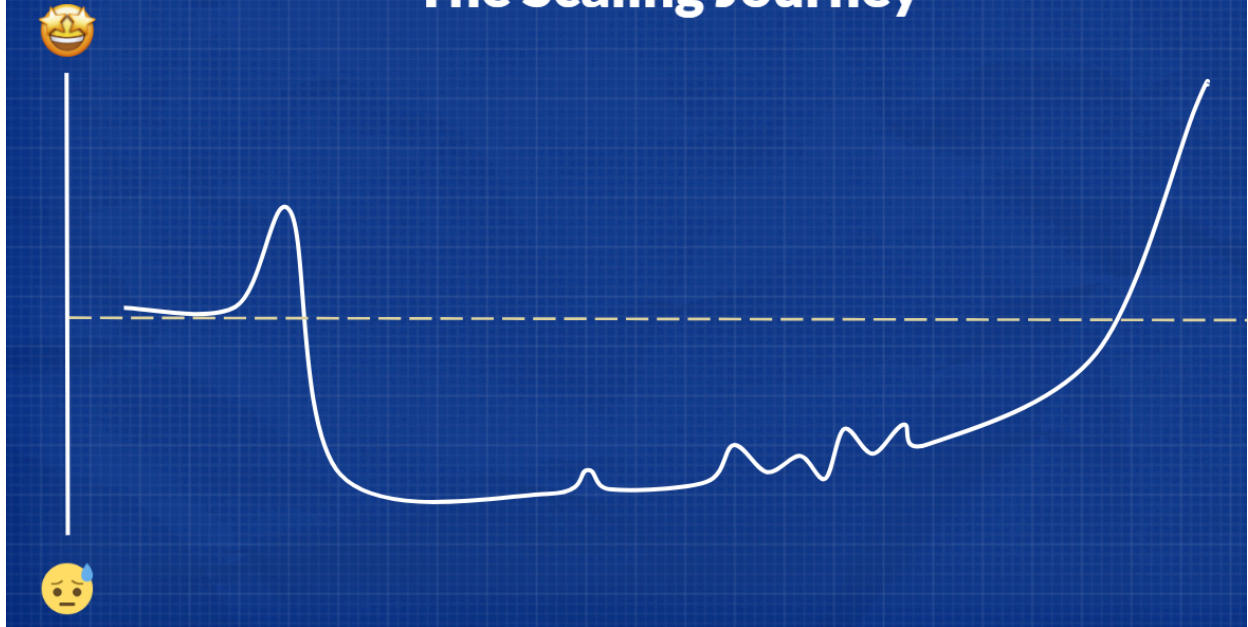
And then sa left nyan is yung spectrum kung gaano kasaya or ka-stressful ang experience.



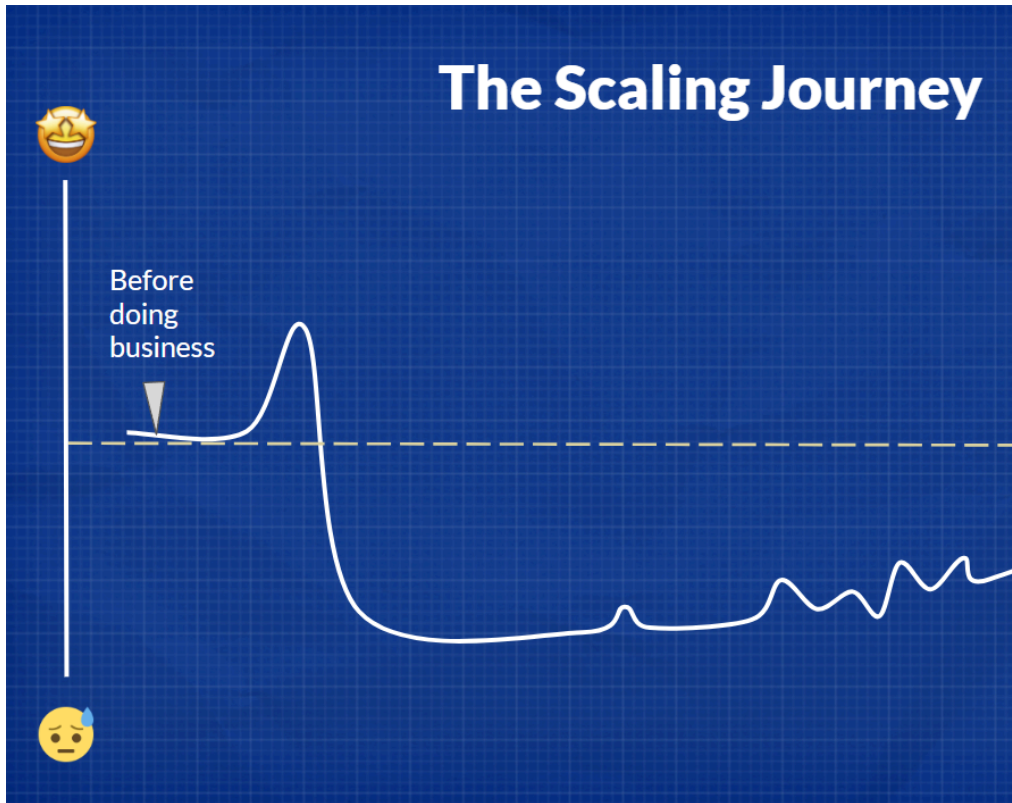
And from there...

Ganito ang journey...

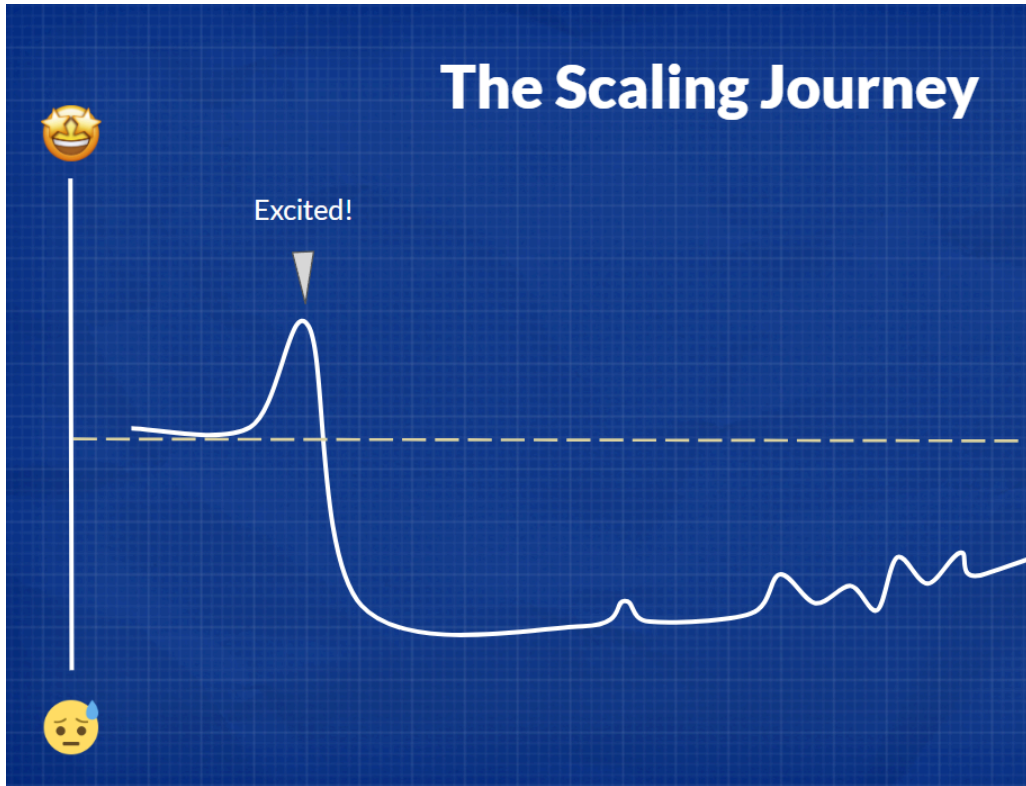
The Scaling Journey



- In the beginning nasa neutral place lang tayo.



- From there, nakakita ng opportunity... Na-hype so tumaas yung excitement and happiness. Ang positive pa ng vibes kasi parang “Eto na yun!”



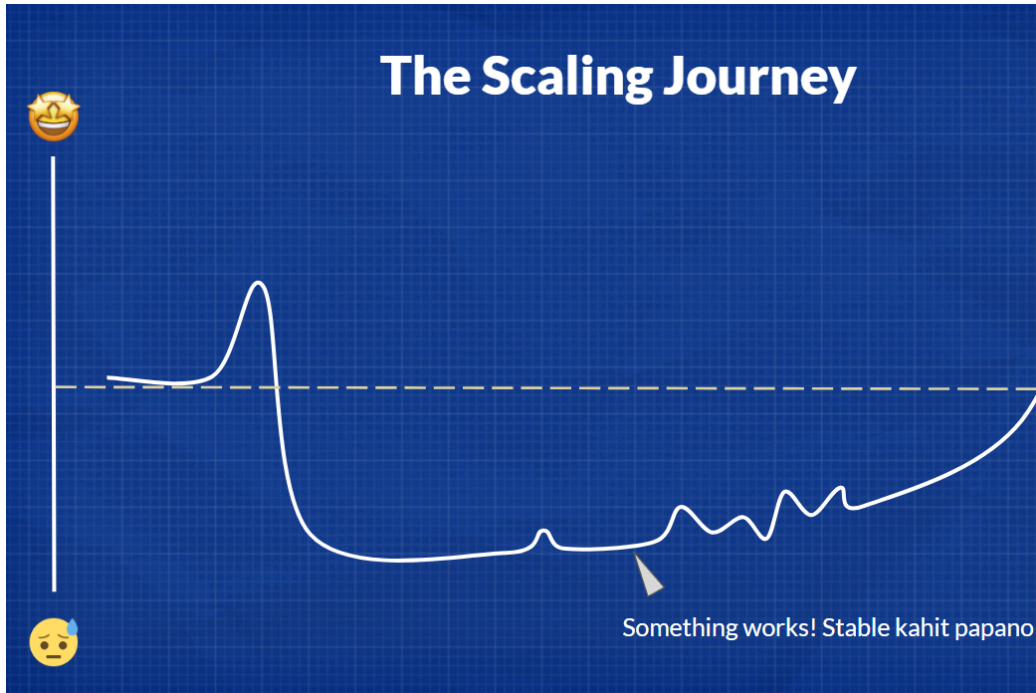
- Kasi after a while, you will get punched by reality. Hindi pala madali.



- And from there, nalubog ka na sa exciting world of business.
 - Nandito nanggaling mga battle scars ko hahahhaa
 - It took me 7 yrs before I got my first success.
 - Dito na ako naging freelance copywriter



- Then something works. Nagkaroon ng retainer clients. Premium din ang bayad. Naging stable kahit papano. BUT... LISTEN VERY CAREFULLY because this is very important...



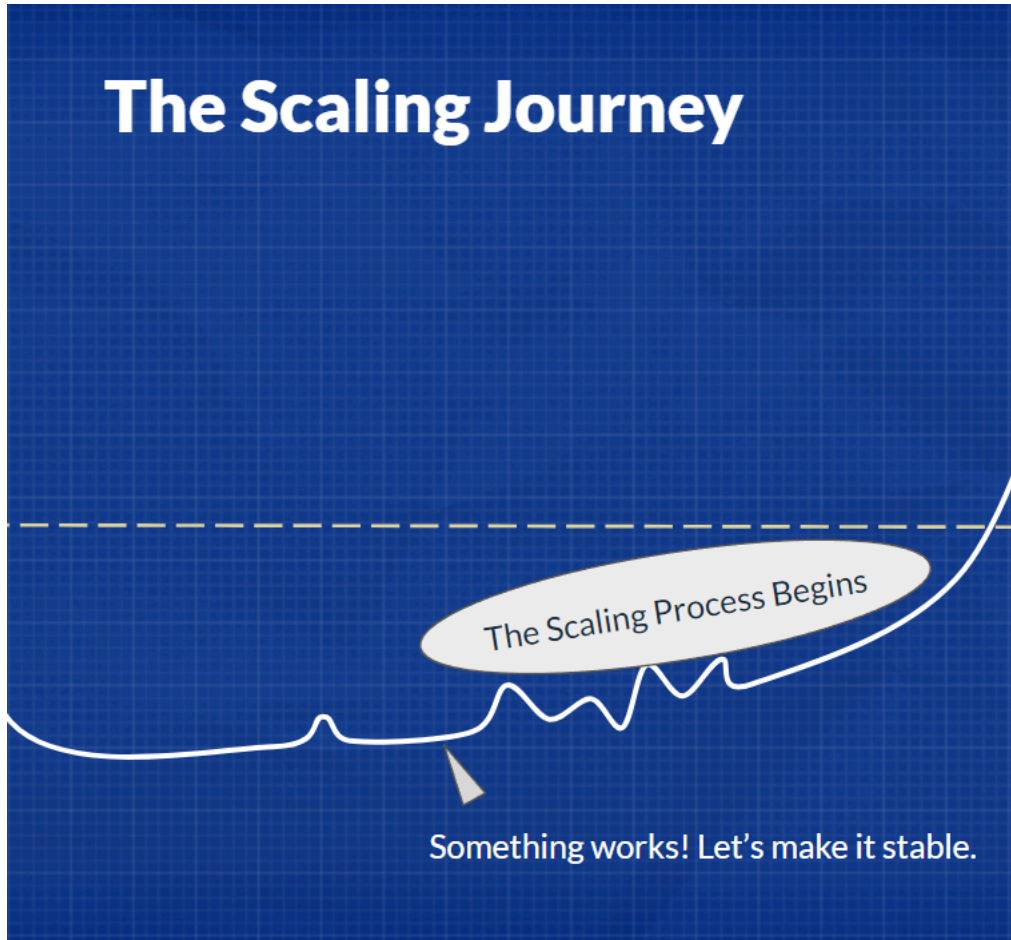
- It doesn't mean something works and you are "stable kahit papano" means you can really SUSTAIN what you're doing.
 - Kasi kung titignan mo, mas challenging pa ang buhay natin dito sa level na ito "Something works" vs before tayo magbusiness. Kita mo?
 - Obviously... this is for better rewards diba?
 - Pero more battle scars na naman ito for me.
 - Nandito rin yung income ceiling na kahit anong try ko, hindi ako makalagpas.
- What's stopping us to grow? RESISTANCE.

The Scaling Journey



- This is when I realized the **IMPORTANT** OF starting your scaling process na. Kasi kung hindi, mas stuck tayo dito ng matagal.
- Ito yung point na dumadating sa mga tao after nila magwork ng 10-20 years tapos pag huminto na (or pag naisip na mag-retire)... wala na rin ang income, stressful pa ang life, or worse na burn out na.
- So it's very important to know na habang stable ka na kahit papano and you're stuck... This is where you want to start the scaling process na. *In later ipapakita ko say yung secret dito.*

The Scaling Journey



- Once you remove the resistance by applying what we call “The Scaling Process”
 - Ayan na pataas na.



- With enough time, magugulat ka na lang... nasa SUCCESS level ka na.
- Dito, hindi lang money meron ka, MORE TIME din. PLUS, happy place din ito kasi if you do it right, yung mga kasama mo pa pataas solid. As in relationships na solid which is one of the keys to happiness.
- Makes sense?

LESSON #3 - Tamang Business Ba Yung Nilalaro Mo?

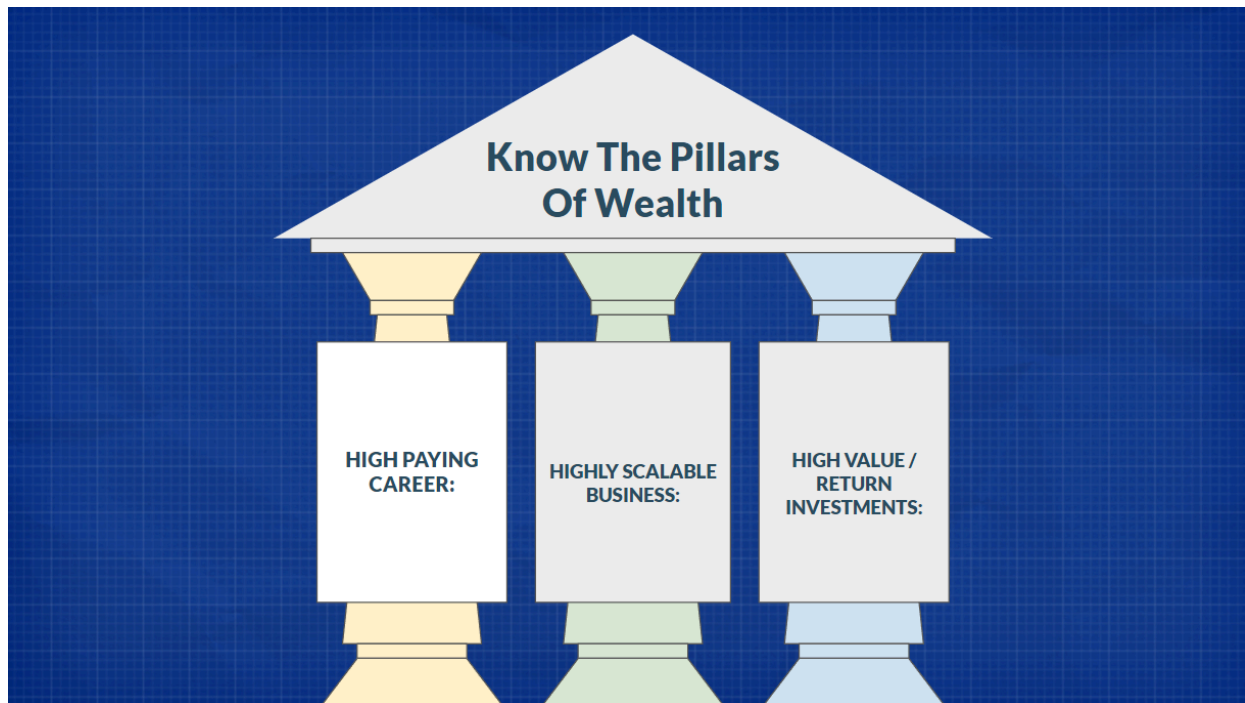
This is something na dinidiin ko na sa mga [Ready 2 Scale](#) mentees namin kasi this is very important.

Simple lang ito kung titignan but its sooooo DEEP pag naintindihan mo.

Dito mas lalalalim yung understanding mo kasi nga at the end of the day, **scaling is not about what you do but WHO YOU ARE as a person, right?**

So paano nagwowork ito?

The 3 Main Pillars are:



In my experience

- **HIGH PAYING CAREER**

- 500K - 1M mos
- You making money. And for higher pay
- This is not a job na hindi ikaw ang nagdidictate ng income mo. This is still a business pero for the sake of presentation, career tawag natin kasi ikaw ang kumikita dyan
- Most freelancers nandito.
- May ibang agency owners, nandito rin kasi sila ang main money maker. And yung team nila is more of a support team for them
- In fact, may mga ecom store owners na nandito din. Kung sila ang marketer or sales person. Yun ang career nila
- Most people underestimate this, including myself kasi gusto BUSINESS agad. Highly scalable business agad.
 - But this is what provides TRUE FINANCIAL STABILITY. Because this is something that cannot be taken away from you.

- In my experience.
- Makes sense ba?
- Will go deeper into this in a bit.

- **HIGHLY SCALABLE BUSINESS**

- A highly scalable business can handle a LOT of clients and customers, workloads and transactions without inappropriate stress sa owner and sa business.
- Keyword is the business can handle a lot... Without inappropriate stress.
- So is an agency na ikaw pa ang gumagawa ng deliverables a scalable business? No. At least not yet. Career pa lang sya
- But is a PRODUCTIZED offer ng agency a scalable business? Yes. Definitely.
 - Productize = one starting point, one outcome, same process.
 - Hindi lahat ng deliverables kailangan ideliver pero pag productized na ang service, repeatable na ang process.
 - Pag repeatable ang process, you can find people who do the process
- Now... Is Ecommerce Brand na may main product line ma binebenta? Dependende. Pero kung ang style ng ecommerce is General Merchandise na parang sari sari store (kung ano ang mabenta, yun ang ibebenta) and ikaw pa lahat gumagawa, then it's more of a career.

Kasi it's hard to handle more customers without unnecessary stress.

But once you transition into a BRAND... now you can handle more customers as may proper team ka and systems ka in place.

- And that's the key. Scalable business is all about the team and the system making the money.

- High paying career, pwedeng may team pa rin. Pero so that YOU can make more money.
- Makes sense ba?
- Sa SCALABLE BUSINESS, nandito ang cash flow and time freedom. Mas may control ka na saan mo ilalagay yung time mo.
- Ang kita mo dito is 7-figure mos and beyond. Kasi ang take home mo dito hindi naman buo yan. Pero if team is running the business... Then pwede na.
- Gets ba?

- **HIGH VALUE / HIGH RETURN INVESTMENT**

- High value kasi ito yung mga appreciating assets like long term stocks or some real estate properties na pinapataas ang presyo over time. Ideally, magandang location ito. Or naniniwala kayo sa company talaga.
- High return naman is yung rental properties or stocks that gives you higher %, ideally 10% or dividends every year.
- Isa sa mistakes ko before is I tried to make investing my money generating asset but investments job IS NOT to provide you income.
- It provides you with net worth.
- So dahil mali ang intention ko kasi hindi pa ako yung tao na kaya magpalago ng investment talaga... nalugi ako dito.
- I lose almost P200K sa stocks. And half a million din sa real estate. (yung ibang pera pa dun hindi sa akin)

- Kasi wrong tool, wrong intention.
- Pero kung networth ang usapan, panalo ito.
- Yung mga billionaire dito sa Pinas? Hindi sila bilyonaryo in cash. In networth lang. Yung value ng investments nila ang worth billions
- Nakikita mo na ang difference?

Now here's why its important to understand this.

If you can see...

- High paying career = you making money
- Business = team or system making money
- Investment = money making money

Then this allows you to see one of the HIDDEN SECRETS ng mga successful na tao.

Kung may open secret sila like yung mga nakikita mo out there, marketing funnels, website, social media etc...

Ito ang isa sa HIDDEN SECRETS nila. Which is yung next lesson.

LESSON #4 - Understand The Power Of Resource Allocation

RESOURCE ALLOCATION

Napaka swerte mo kasi when you understand this, it will make your life easier because it will reveal WHERE YOU SHOULD ALLOCATE your resources, depending on what game are you playing.

When I say resources...

That means time, money and energy.

So ang tanong, where to allocate our time, money and energy?

- **High paying career = allocate money for your growth.** Kasi who is the money maker here? Ikaw diba?

So saan pwede ilagay?

- **SKILLS:** Not only technical., branding and marketing, sales, time management etc.
- **PERSONAL GROWTH:** Mindset, communication (includes listening), business management, leadership, critical thinking skills, strategic thinking skills, work ethics

These are the highest ROI investment in my experience.

Kasi hindi na sya mawawala sayo.

Hindi na sya makukuha sayo

Plus, it develops you as a person pa.

Once na build mo ang career mo... Now you have the experience and resources to build a truly scalable business.

Makes sense ba?

LOWER NA ANG RISK.

Kaya swerte ng mga freelancers and agency owners kasi we are on track to really create a scalable business.

Vs yung mga from corpo tapos nagbusiness...

A lot of them fail.

This is why.

Ako, the reason why I am venturing to ecom and agency na productized ang offer. Because I have the skills.

I train my copywriting skills - > offer creation - > marketing - > sales - > leadership - > team empowerment - > strategy - > business acumen nung naging right hand man ako. SKILL STACKING TALGA

Kaya Mas kaya ko na.

Next...

- **Where to allocate resources if highly scalable business ang meron ka?**

- First, allocate resources for marketing.
 - If you have a product and you can handle more clients or customers. Then the goal is to double down on marketing.
 - This is why there are a lot of huge marketing agencies because of this. People are willing to spend money on marketing and advertising.
 - Heck I know someone sa R2S mentees namin. Isa sa client nya sa US, spending \$10M on ads this 2024.
 - Because they know where to allocate resources.
- Second, allocate your resources sa team.
 - To ensure everything is moving well. And this is crucial for time freedom.
 - The more talented team you have na may iisang vision... Panalo ka dyan
- **So when do you invest sa stocks or real estate? Or when to invest in High value / return investmetnts**
 - When you have a lot of surplus money sa scalable business or career.
 - 10% of 1000 is different from 10% of 1M
 - The pricr of prime real estate locations is more expensive than the price of real estate na maliit ang increase sa value
 - Money make money
 - So kailangan mo ng malaking pera dyan.

- So patient lang...

Now here's a good thing about UNDERSTANDING this pillars.

LESSON #5 - Having A Scalable Business Is OPTIONAL. But Having A Having a High Paying Career Is A MUST.

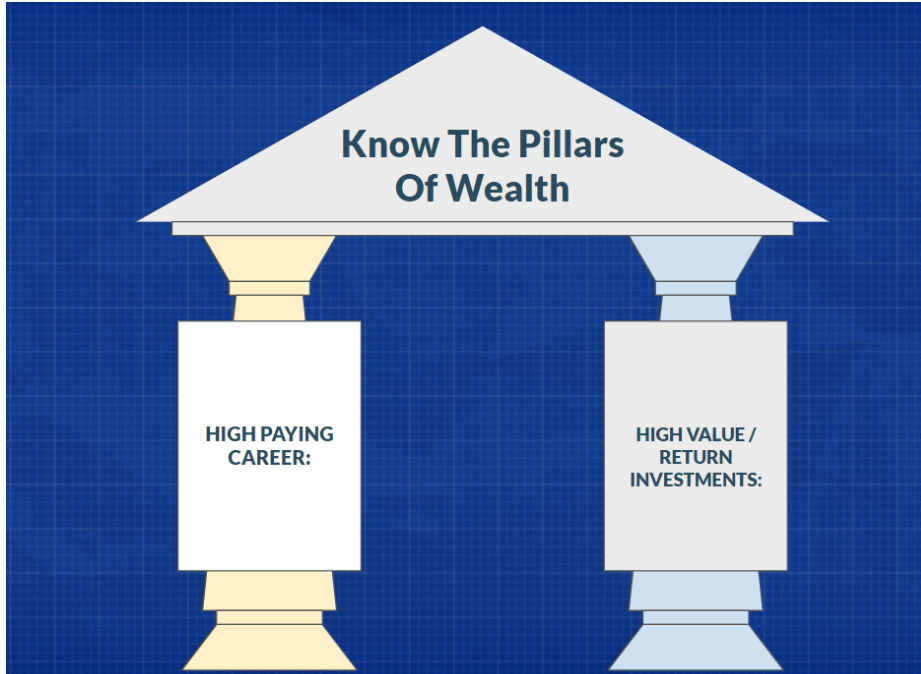
Truth is...

Having a scalable business is optional. But having a high paying career is a must because that's where true financial stability is.

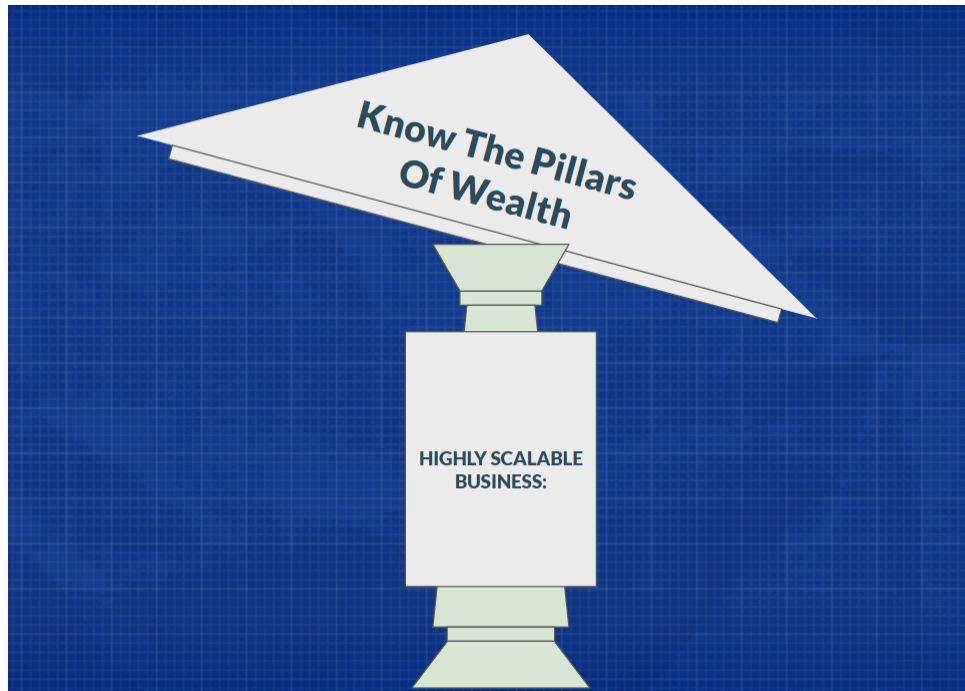
Scaling pa rin ito kung tutuusin pero you're scaling your capability to make money dito.

Kasi 2 pillars lang ang required to build wealth unless you are called to do something bigger through entrepreneurship.

- High paying career + High value/return investment = Stable pa rin yung wealth mo dyan



Others na gusto highly scalable business lang agad could crumble kasi walang solid foundation.



And in my experience...

Scalable business is not for everyone. Kasi iba ang risk doon dahil iba rin naman ang level of rewards.

But i believe...

Everyone na may desire na yumaman. High paying career is important.

This is where you get your money to fund yung ibang investments. Ang maganda dito, once you get this high paying career right, hindi sya mawawala sayo. The best part? You can grow it year after year after year.

Makes sense ba?

May kakilala akong freelancer. High paying career sya as an Ontraport expert. Wala pa syang scalable business, pero nakapagpatayo sya ng 20 doors apartment.

Career pa lang yun.

At the end of the day...

Scaling is not about what you do But WHO YOU are as a person that matters.

Alright...

Now you know what game are you playing...

The next question is...

What are the steps you need to take to scale?

Doon na ngayon papasok itong next lessons natin.

LESSON #6 - Have Something Good To Say. Have An Attractive Offer

This is based on what I call ORDER OF PRIORITIES. These are the things that our team is using to guide our members to scale (and continue to scale) and have a SUSTAINABLE Business.

Truth is...

There is a science when it comes to scaling

The science needs to be done in the right sequence to make it work.

If mali ang sequence.

Mali din ang result

So this is so powerful kasi kung saan mo ilalagay yung time effort and energy mo...

Masasagot din nitong priorities na ito.

The first one is what we call your **Attractive Offer**.

Before you connect, connect and connect more. Have an attractive offer.

Before mo pa pagandahin ng husto yung website mo. Have an attractive offer.

Before ka pa mag-ingay sa Social Media, my recommendation is have an attractive offer muna.

This is not just about your offer statement. This is not about manufacturing your offer to make it “irresistible”. And it’s not just about the 3-5 steps. Anyone can do that.

An attractive Offer is more about product/service-market fit.

Pag pinakita mo sa market = bibilhin ba yan?

Kasi baka nagsasayang tayo ng oras to market a product/service na hindi naman mabenta.

Some of the do's and don'ts if you're working for your attractive offer.

STEP 1: ATTRACTIVE OFFER



- Dial in your offer
 - What is the biggest pain you're solving?
 - What are your proof it works?
 - How can you lessen the effort on your clients side?
 - What are the repeatable process in your offer



- Rushing things
- Not listening to clients feedback
- Taking your thoughts too seriously

LESSON #7 - Got an Attractive Offer? Now it's time to "Say It Well" and "Say It Often" To Get Consistent Lead Flow.

Hindii naman pwedeng may magandang offer ka lang. You want to show it to as many people as possible.

To do that, you need to learn how to say it well and say it often.

When I say "say it well" it means product - marketing fit or service-marketing fit.

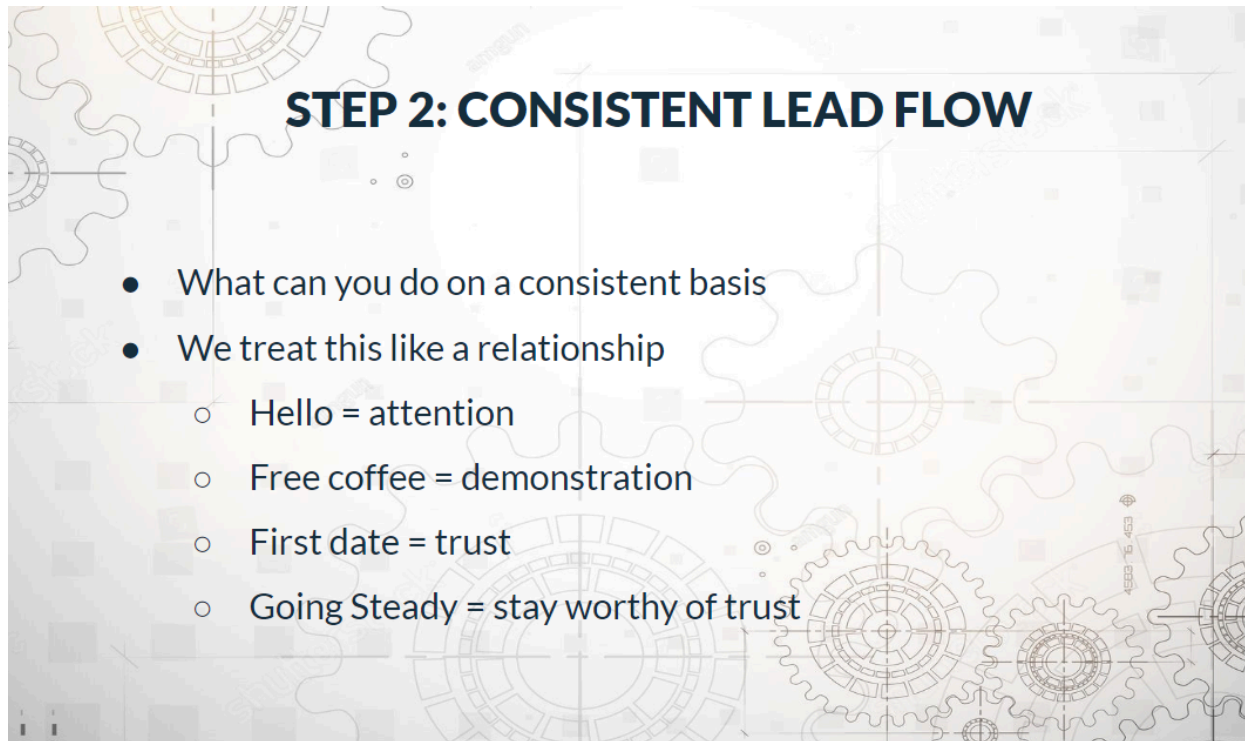
If nagkaroon ka ng product/service - marketing fit...

Then you can duplicate it to as many different place as possible.

But note mo lang na that's a separate thing.

Ang goal dito is to have a REPEATABLE and SUSTAINABLE journey to turn a stranger (na may problem na kaya mong isolve) into a buyer.

My recommendation is to treat the process like how we build a strong relationship.



All relationships start with a HELLO.

If may interest, then you might be able to do some talking whether sa chat or sa call like offering them a FREE COFFEE.

From there, if may “spark” then you might decide to go on a FIRST DATE and magkaroon kayo ng test project.

And if na-enjoy nyong makipag work sa isa't isa...

Then i-GO STEADY mo na yan either through retainer deals OR repeat business.

Some of the do's and don'ts during this stage...

STEP 2: CONSISTENT LEAD FLOW

- How to get attention?
 - Focus on ONE traffic source
- What is your best demonstration?
 - Portfolio or case study
- What is your first date?
 - Test
 - Time bound

- Too much focus on Social Media Engagement and excitement.
- Trying to be everywhere
- Trying to be CLEVER. When it comes to getting leads. **CLEAR is better than CLEVER.**

LESSON #8 - Ramp Up The Sales And Know Your Numbers

Once may consistent lead flow ka na kasi may attractive offer ka...

Then darating ka sa point na it's not about conversion lang.

We need to make the numbers work to make running a business worth it. Yung profit mo ideally masaya ka. Good enough to continue providing value. And malinaw kung saan napupunta yung pera natin.

Dito na papasok yung tinatawag kong “business model - marketing fit”

This is where you can add different services that help your market.

Or adding some products that compliments your main service.

The goal is to find other revenue sources serving the same leads na pinoproduce mo along the way.

Some of the do's and don'ts at this stage.

STEP 3: SALES AND ECONOMICS

✓

- Career: Separate personal money and business money
- Finding ways to increase margins
- Improve business model - More products / service

✗

- Not looking at your profit and loss statement
- Not considering capacity issues
- Not considering your overhead

LESSON #9 - With All Things Happening, Can You Continue Giving Stunning Service?

Yes, you can get a consistent flow of clients. Yes malaki ang margins mo one month. But how many of them are STAYING? Gaano mo kayang isustain yan+

In order for them to stay...

You need to turn chaos into order.

At this stage kasi, kahit simple lang ang business model natin. Magkakaroon pa rin ng maraming moving parts yan, hence the chaos.

So ang goal dito is to have a better operation that handle bigger scale.

Which leads to what we call “business model - operations fit.”

This is the key to SUSTAINABLE SCALING.

Once we have the business model - operations fit...

We can serve more happy clients. Happy clients means more repeat business. Repeat business means a stronger financial foundation to fund the lifestyle you desire.

Here are some do's and don'ts at this stage.

STEP 4: STUNNING SERVICE

Do's (Green Checkmark):

- How to consistently give amazing experience at scale
- Building dream team
- Product/Service Innovation

Don'ts (Red X):

- Forgetting about your clients
- Forgetting about your people
- Forgetting about your service

IMPORTANT NOTE:

1. If you want to grow to scalable business... medyo iba ang nuances. Pero same principle.

(DEPENDS ON OUR AUDIENCE)

At the same time...

2. I am not saying na habang nagsscale ka, hindi mo ito gagawin lahat.

Of course we want to consider ALL of these sa journey. Kaya nga maganda sa umpisa pa lang, alam mo na ito.

What I'm saying is...

Since we can only FOCUS on one thing at a time when scaling... then this is the ORDER of priority.

One MAIN PRIORITY at a time.

this is how you will avoid overhelm and burnout naman.

I hope I am making sense?

BONUS LESSON - Remove This And You Can Scale Big!

Now...

I'm going to reveal to you a simple but so powerful lessons I had in my journey.

This is the secret to achieving what you can achieve in 5 years... And do it in just 6-12months.

Ito rin yung secrets kung bakit may mga R2S (Ready 2 Scale) members kami na kaya magkaroon ng maraming progress in 6-weeks vs others na inaabot ng half a year to one year before magkaroon ng same progress.

The best part...

This is also the answer to the question na bakit nandyan na man na lahat ng kailangan mo pero hindi pa rin sya nakukuha.

And when I say nandyan na lahat, that includes the income, ideas, right clients, etc...

- All the money you want is already revolving around the world
- All the ideal clients are already doing business right now
- All the ideal team members you want is already alive

So bakit kung nandyan na sila, hindi pa rin nakukuha ang mga blessings?

This is the reason.

Our simple secret?

And that is...

REMOVING constraints or resistance.

Naalala mo ba ito sa Lesson #2?



These constraints and resistance are the things that are stopping you from scaling and enjoying the life you desire.

There is no escaping these resistance.

Lahat tayo dadaan dito.

Even nung naging right hand man ako sa \$25M/yr na product-based company sa US, ito yung tinatrabaho namin.

Kahit yung mga 9-figure business owners na naka-partner ko dito sa local, ito rin yung tinatrabaho namin.

The key is to be aware of it, and then remove them.

Everytime you experience a resistance, there's probably a constraint so you want to remove it.

To remove it, you need to know what are the constraints.

Hindi ito madali but it can be done. Kaya ito talaga ang focus namin sa [Ready 2 Scale](#) kasi with deep assessment, proper guidance and having the RIGHT environment...

Lalabas itong mga constraints na ito.

And ang trabaho namin is tulungan kayo alisin yun... 6-weeks at a time.

Some results sa group namin after we REMOVE these constraints...

- ✓ We have multiple people who hit 7-figure mos and scaling pa rin kasi natutunan nila yung SUSTAINABLE SCALING na ginagawa namin sa loob.
- ✓ Isa doon naka \$40K/mo na sa agency nya living the lifestyle she wants travelling Europe back and forth.
- ✓ Meron din naman lumakas lalo yung career nya from less than 6-figures to now handling \$10M Advertising budget ng client and doubling his income.
- ✓ Tapos mas marami pa ang multiple 6-figure. P200K mos, P300K mos. P500k mos. And is slowly building a SUSTAINABLE business that can fund the lifestyle they desire.

So it's very important to know where the resistance are coming from (the constraints) and then remove them as we go.

What are the constraints?

There are 2 types of constraints. The surface constraints and the hidden constraints

Some of The Surface constraint

- Time and energy - We only have 24 hours in a day as well as limited amount of energy in a day.
- Resources - Most of our business moves requires money and human resources
- Knowledge - There are things we dont know what we dont know. And usually, this is really the biggest expense we have. Kasi hindi natin kinikita as income yung dapat naating kitain, dahil hindi natin alam na pwede pala.

Some of The Hidden Constraint

- Lack of direction - Sa dami ng pwedeng gawin, ano ang uunahin. Minsan akala natin more knowledge is solution but the truth is, we just need direction.
- Alignment (side note: this is important because if we're not aligned - > we're not intentional - > leads to no choice -> then lack of control - > that eventually leads to stress and burnout vs (vice versa). Ito rin ang isa sa cause ng lack of direction.
- Environment (side note: This is another important thing because as we scale, its easy to go back to regular programing if yung bottleneck mo is wala ka sa environment na hindi nahuhuli yung mga constraints na ito. Hence, hindi na rremove.)
- Limiting Beliefs - ito mukha lang malaki pero sobrang simple lang nitp. Kasi hindi mawawala ang limiting beliefs. Laging nandyan yan. And hindi na yan mawawala. Like yung mga natutunan natin lessons before. What we can do however is to learn how to manage it.

Again...

These are just some of the constraints na pumipigil sa atin to SCALE SUSTAINABLY.

And ang secret lang is alisin natin sya.

So imagine....

Growing and scaling ka...

Tapos nahit mo yung income ceiling or some type of resistance...

Hanapin mo lang yung constraints...

Then GO TO THE NEXT LEVEL.

As you grow...

May resistance uli?

Then hanapin ang constraints then GO TO THE NEXT LEVEL.

Ako personally, this is how I doubled my income year after year for 4 straight years.

Yung pang 5th nga lang malaki na ang idodouble so need more time (constraint). So we're removing it by applying more leverage sa business namin (which is for another document naman).

Imagine what more can you do...

If hindi ka na stuck sa income ceiling mo?

What more you can do if you're earning multiple 6-7 figure mos?

Ano masasabi ng family mo pag nattravel mo na sila or kumakain na kayo sa masarap na resto and ikaw nagbayad?

Ano nang mga plano ang gagawin mo pag alam mong able ka?

Diba?

FINAL NOTES AND NEXT STEPS

Now that you know the 9 of the TOP MOST valuable lessons I've got in scaling...

You have 2 options.

It's either take this home and try it for yourself. Which is what I did pero inabot nga lang ako ng 4 years para lang makarating sa level ko. And I know marami pa akong kakainin bigas.

Or...

You want our help to scaling your business faster and build a growing and SUSTAINABLE source of income without burning yourself out?

... Where you become the leader who can scale (and SUSTAIN THE SCALING) so you can finally build a business that fund the lifestyle you desire?

Kasi if G ka...

Then I have a special invitation for you.

[Its called Ready 2 Scale Program or R2S](#)

- ✓ This is NOT a course where in you'll have to consume more information (yung kailangan mo lang para hindi ka ma-overwhelm).
- ✓ This is NOT about getting more things to do in your plate (babawasan pa nga natin).
- ✓ This is NOT a typical coaching program where in may cookie cutter approach kasi I cannot help you to become the leader who can scale (and SUSTAIN the scaling), if kapareho ka lang ng iba.

- ✔ This is a one-of-a-kind program where you'll get a personalized guidance to ensure you're on track and on your way to scaling your business.

Everything ng napag-usapan natin dito, yun ang gagawin natin together kasi we will be there to give you PERSONALIZED guidance based on where you are right now.

- Want a clearer roadmap to scale that is specifically for you? You'll have it.
- Want to increase your income to maximize your high paying career? You'll be able to do that
- Want to serve more clients/customers as a business owner? It will happen
- Want to be guided in every step of the order of priorities? It will happen
- Want to remove every constraints na darating sa journey mo? Consider it done.

This is perfect for

- Digital freelancer, agency owner or ecommerce store or brand owners...
- Nakaka 6-figure per month ka na or more (or at least sustainable yung income kahit hindi pa 6-figures)...
- And you want to break your income ceiling...
- Or you just don't want to be complacent kasi alam mong hindi mo pa rin sure kung magsstay yung clients mo forever...
- And you want the flexibility sa time mo so you can choose to travel if you want... or eat out in a nice restaurant kasi gusto mo makatikim ng iba't ibang klaseng food... or support yung iba pang business na gusto mong gawin talaga.

If that's you, the question is...

How long are you going to allow to stay stuck sa pag scale?

How long are you going to pass on to great opportunities na magpapalaki pa sana ng business mo, that allows you to have more free time for yourself and your family.. Sa mga bagay na gusto mo...

.. pero di mo nagagawa kasi busy ka palagi?

How long are you gonna stay frustrated sa pag grow ng business kasi parang walang nangyayari?

Well if you want to make a change this 2024...

[Then go here and apply for the Ready 2 Scale program](#)

Ayun lang muna for now.

Either way, kung ano man ang decision mo, I hope you find this document valuable



Till next time!

- Marc