STAGE 6 GUIDE

Build the business you want

Sales $5M and up. From luisromero.com/business-stages.

The one thing: Decide what the business is for, then build toward it on purpose.

THREE MOVES FOR THIS STAGE

1. **Write the three-year picture**
   Revenue, services, markets, and your week. Where are you on a Tuesday in three years? That decides what you build now.

2. **Pick the next market or service**
   One at a time, with a person who owns it and a date to review it. Growth that nobody owns is a hobby.

3. **Help the next owner up**
   Answer one question a week from someone in stage one. It sharpens your own thinking and it is how the industry gets better.

YOU ARE THROUGH STAGE 6 WHEN

- [ ] The three-year picture is written
- [ ] The next market has an owner and a review date
- [ ] I answered one newer owner this week