

Systems & Automation That Grow With You

SCALE SMART:



Scaling isn't a sprint.

It's glory — or disaster — by a thousand 1% shifts.

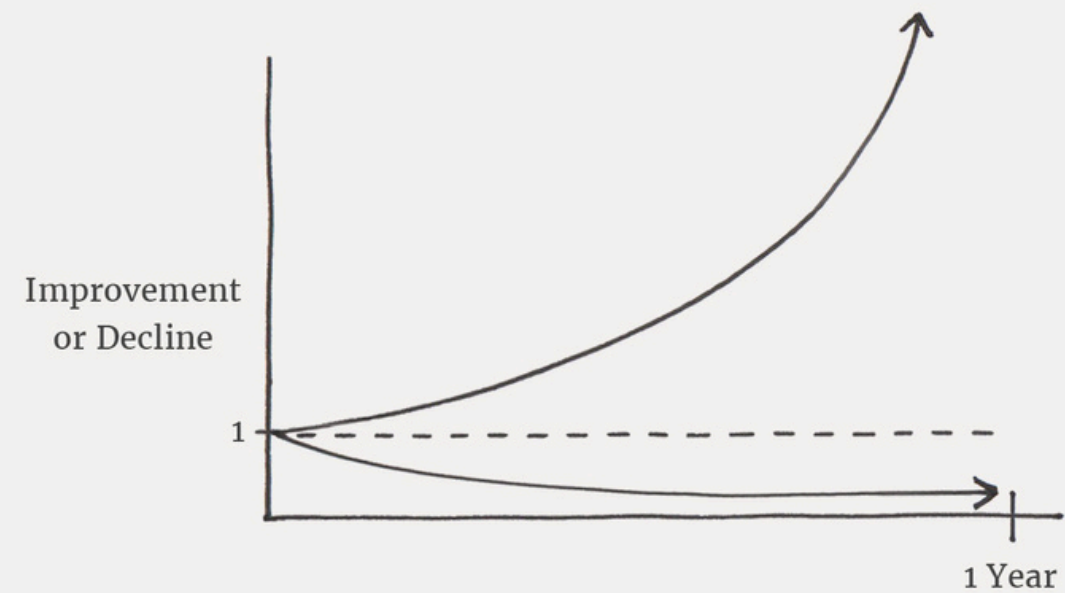




Kaizen Theory – The Power of 1%

Tiny changes, huge outcomes over time.

$$\begin{aligned} \text{1\% better every day} & \quad 1.01^{365} = 37.78 \\ \text{1\% worse every day} & \quad 0.99^{365} = 0.03 \end{aligned}$$



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How do i find my 1%?

Dissolve. Delegate. Automate.

DISSOLVE

Is This Still Serving You?

Ask yourself:

- Would anything break if I stopped doing this for 2 weeks?
- Am I doing this just because it's "how I've always done it"?

Look for:

- Old systems that don't scale
- Manual processes no one questions anymore
- Multi-step routines that could be simplified

Try this:

- Pick one repeating task and challenge it.
- Audit your workflow for "why am I doing this?" moments.
- Eliminate before you optimise.

Reminder:

Clutter doesn't always look messy. Sometimes it looks like a habit

DELEGATE

Founder, not the fulfiller

Ask yourself:

- Do I need to be the one doing this?
- Could someone else do this 80% as well — and free me up?

Look for:

- Repetitive admin that eats your time and energy
- Anything that doesn't require your unique decision-making or idea generation
- Tasks that leave you thinking “ugh, again?”

Try this:

- Record a Loom of your process and hand it off
- Start small: inbox triage, order follow-up, basic bookkeeping
- Delegate outcomes, not just tasks

Reminder:

Delegation isn't giving up control. It's giving yourself capacity.

AUTOMATE

Replace repetition with rules

Ask yourself:

- Do I do this more than once a week?
- Is this something software could do better?

Look for:

- Emails you send over and over
- Stock checks or reports that rely on memory
- Manual syncing between systems

Try this:

- Set up email flows for post-purchase or reorder nudges
- Use Zapier to connect forms, emails, and tasks
- Create alerts for low stock or late payments

Reminder:

Every automation is a silent team member working 24/7.

Guesswork






Growth Strategy

What Got You Here Won't Get You There

To scale, you don't need more hustle.
You need more visibility and smarter decisions.

Marketing ROI

Scaling poor performance isn't growth
— it's just a faster way to burn cash.

GOOD	BETTER
ROI = (Revenue – Spend) ÷ Spend	ROI = (Gross Profit – Spend) ÷ Spend
$(12,000 - 5,000) \div 5,000$	$(7,500 - 5,000) \div 5,000$
140%	50%
 Looks great on paper	 Shows true return
 May be hiding your margin pain	 Shows what's really profitable

Net Profit Margin

Revenue is Vanity, Profit is Sanity

Revenue: \$100,000

Expenses: \$92,000

Net Profit: \$8,000

→ Net Profit Margin = 8%

You kept \$8 for every \$100 you earned.

Life Time Value = LTV

Are You Playing the Long Game?



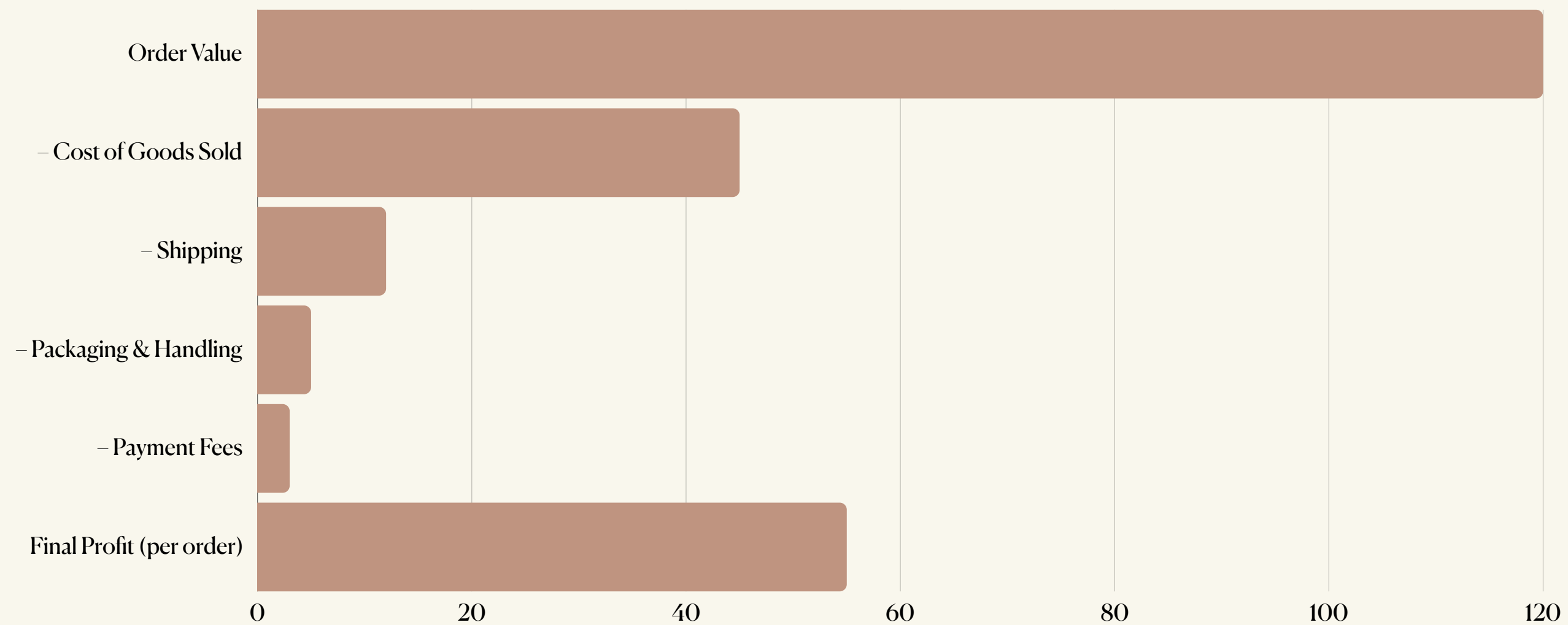
Customer A:
Buys once — \$100



Customer B:
Buys 3× per year
for 3 years — \$900

Ship-to-Door Profit

Are you making money on every order?



Scale Smart Rhythm

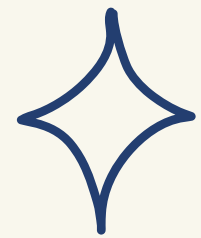
Your new weekly ritual



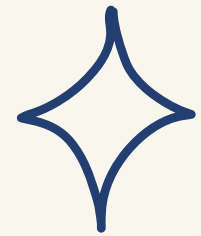
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Dissolve. Delegate. Automate.

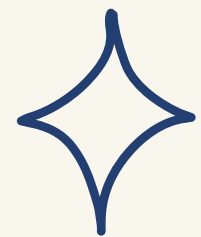
Each Friday ask yourself:



What can I dissolve? Not delete, but examine. Where's the friction?



What can I delegate? Bookend if you're not ready to fully let go.



What can I automate? Find tech that pays for itself in time, energy, and clarity.

What are my numbers telling me?



**Marketing
ROI**



**Net Profit
Margin**



**Life Time
Value**

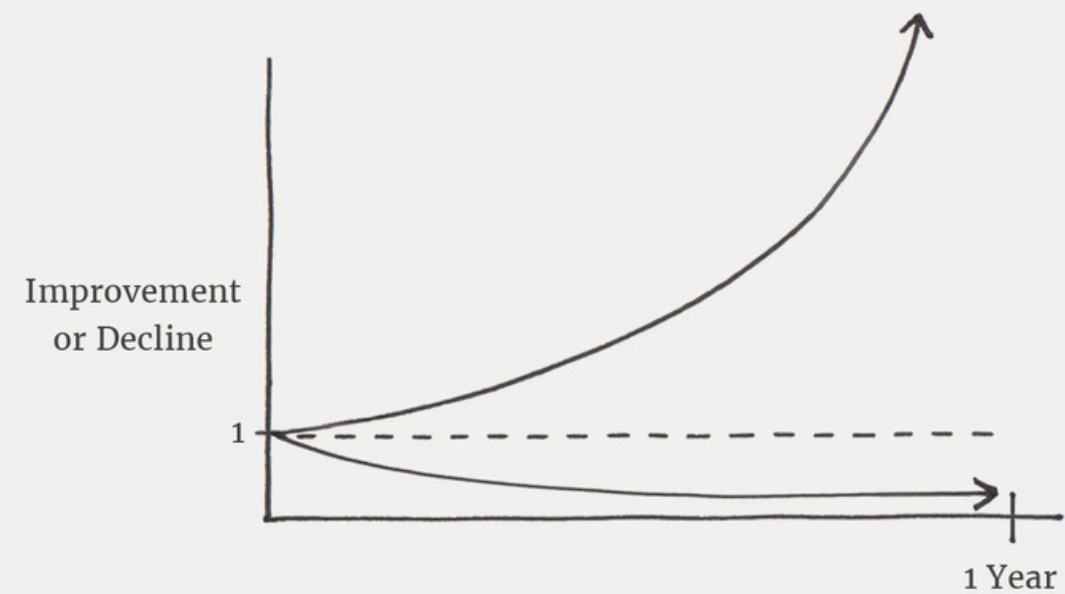


**Ship-to-door
Profit**

1% adds up

Scaling smart is about rhythm, not revolution.

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Your Challenge:

Don't just leave inspired.
Leave with action.

Today, do your first DDA check-in:

✉ Then DM me @bec.laut with your answer — one line. No overthinking.

📁 I'll send you my Scale Smart Audit Template to kickstart your weekly rhythm.

