



From Zero to 100K in 9 Months - Case Study

Starting from zilch in your business journey? Nils Vinje was there, nine months ago. Business coaching helped make him over \$100K in revenue. Hear how.





Nils Vinje

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 890. And to celebrate this special occasion, I've invited back [Nils Vinje](#). Welcome, Nils. Good to have you back on the show.

Nils: Thanks, James. I'm excited to be back.

James: We have a really interesting story to unpack here. Obviously, the headline for this show is going from zero to \$100,000, in just nine months, about the same time it takes to make a baby, as a five-time parent being down that path before. So isn't that exciting? I think the appeal for this episode is to sort of take ourselves mentally to that starting point and deconstruct what some of those steps look like to see if there's some lessons we can apply to wherever we're at in our business.

Now, it must be said, in this case, you already had a great business, and you were doing stuff already. So this isn't really just applicable to someone who wants to start from scratch. This is equally applicable to someone who wants to either change their business model, or add an additional revenue stream on top of what they've got now. Because what we'll discover in this episode is that your \$100,000, in generated revenue, at a very high-profit margin, doesn't take up your entire workweek, which is fantastic news.

So first, let's just cast our minds back. We need some harp music for that. Previously, on this show, you were a guest of mine. [We were doing a case study](#) about your use of the platform [10XPRO.io](#), which we both love. And we've been having some back and forth lately. And I said, Isn't it amazing that all the things you're doing now really came about from you using the platform?

Because you're using the platform, you got invited by John, you know, if you wanted to share your story, because I'm interested in proving to people and demonstrating that this platform can do the things it needs people to do. And you said to me, actually, even before that, I found out about 10XPRO from the SuperFastBusiness podcast, and that was really interesting to me.

So can you just take me back to the beginning of our interactions? Where did we start? And how did you get into the situation you're in now? Let's just go right back.

From hearing the show to being on it

Nils: Yeah, and this is what you and I talk about all the time, playing the long-term game, right? And I'm the perfect manifestation of that for you and many of my clients are for me as well. So I've listened to SuperFastBusiness for probably, I don't know, going on maybe a year or two, off and on, here and there. Your [episodes with Dean Jackson](#), hands down my all-time favorites, big fan of Dean. When I heard him on you and you on his, it was just mind-blowing, good stuff.

So I was following. And every once in a while, I would get an email from you about an episode or about something coming up or whatnot. But I was heavily involved in my business and other coaching programs at the time. So it just was like, oh, cool, episode, I'll check it out, whatever. Then, in June-ish, last year, middle of the pandemic depths, right, you sent an email.

You sent one email, and you said, I'm going to launch a seven-week or something like that program with John, CEO founder of 10XPRO.io, and you can join and get 60 days for \$1. And at the time, I had just started writing my book. I knew I was pivoting my business model, I knew I was pivoting my business, I knew I was going to have new opportunities to sell things online.

I was familiar with 10XPRO from having done some research before. And this was like a perfect opportunity. So I signed up right away off that one email and then got to jump on some weekly calls where you and John did some live Q&A for people who opted into that, which was fantastic. And I was a little bit, frankly, mind-blown, that you answered a number of my questions that I submitted. And I was like, Whoa! This is actually real. Cool.

And then, you know, fast forward to the end of that, I used 10XPRO to launch my leadership coaching business, which was the pivot for me. It had my background and previous business was all in consulting and very high touch one-on-one. And then I wanted to build a leveraged model, and 10XPRO has been the linchpin and the key piece for that.

So as I progressed with 10XPRO, then John sent an email, said, Hey, anybody want to be featured on SuperFastBusiness? Talk with James about your story? I said, Absolutely. I've had tremendous success. There's no way I could have achieved what I've achieved without 10XPRO. We got connected, got on.

And then after our episode, I was like, that was such a great conversation with James. I need to check out SuperFastBusiness in a little more detail. I ended up joining your elite level program and have been knocking it out of the park ever since. That's how we got here.

James: Great. Okay, so that brings us right up to speed. Thank you for that. I think we recorded some of those discussions, I think probably all of them, and they're inside the 10XPRO Academy. So if you're listening to this, and you want to get into a program like that, I'll have a chat to John and see if we can run something like that again. But also, I think some of those recordings are there so that you don't have to miss out if you're listening to this, and you want to access the same pathway.

So Nils, you came along, we recorded a session there in your sauna. And we talked about the success you'd had up till that point, which was still fantastic. And then after the discussion, you got in touch and said, Let's do some coaching. And I said, That'd be great. And I have to say, you are the perfect type of person I like to help.

You have such a good attitude, you're humble, you're open-minded, you're highly skilled in your craft, you've got ideas about what you want to do, but you're very open-minded about being influenced to change them, and you implement, and the results flow. And it's so exciting for me. So I really wanted you to come on this show and share this, because people need to know this is happening.

And I don't like to let people know how amazing I am when I've got the opportunity for a guest to come along and share a transformation. And the podcast listener can then decide, is this appropriate for me? Do I have some similar set of circumstances where I may also benefit? And of course, there's so many markets and niches, we're not worried about stepping on toes. In the grand scheme of things, there's only 400 or 500 members of SuperFastBusiness.

Things were great businesswise, but...

And then if you want to pare that down, within the category that you're in, where you come to the weekly group calls, which is the intensive level, there is probably 30 or 40 people who can access that program. So you're in a pretty small crew. I just want to ask you a couple of questions around that.

Firstly, when you initially got 10XPRO and then started doing this stuff, you had your book, you were kind of book-focused. And you had ideas about what you wanted to do. How dramatically different does your business look now? We're not quite a year down the track, but from where you started to now, from when we've been working together, have you gone down some different paths that you had never anticipated?

Nils: Oh, absolutely. So I launched the book and officially released it, promoted it, starting on September 1st of 2020. And precursor to that, I only decided to write the book on May 14. So it was a mad dash over the summer to get this thing done and launch this whole new part of my business.

So September 1st, launch. For the next three months, I did nothing but just promote the book. Basically, everybody I could possibly get in touch with that I knew in my network and social and that stuff. I did start running some paid ads to try to promote the selling of the book, etc. Good experimentation.

So over at the Thanksgiving, the US Thanksgiving holiday at the end of November last year, I ran a Black Friday sale for a very discounted access to a seven-week training program, which I was going to create on the fly. And I sold it for, I think, \$199 each person, and I got 42 people to sign up based on my network, my email list, my existing business contacts and whatnot.

And I ran that seven-week program. And as a way to take the material, my book, go deeper and work with people on a more in-depth level than I possibly could in the book. And it was a really great experience to build the training every single week. I knew roughly what I was going to cover, but I had to put it in a format that I could actually deliver.

So it was a great forcing function to have it there. And the seven weeks was really, actually a perfect amount of time. And after that concluded at the end of January, right at the beginning of February, during that time, I rerecorded all the trainings, and then made it available and started selling it as a course.

So I had a seven-week course, again, serving everything through 10XPRO, and I hosted weekly live Q&A calls to complement the courses, people went through it, and I did that for three months. And I sold about \$20,000 worth of courses. It was \$1,000 apiece, you get seven weeks and seven calls with me. And just rinse and repeat. It was working pretty well.

But I knew that that kind of a model wasn't really going to work tremendously well because it was a one-time thing. And that's where I was hitting the wall right when we got connected, right when I came on the show as I had this huge success with selling the course and 10XPRO, I didn't know where to take it next. And the very first question I think I asked you was like, I don't know what to do with this course.

And you started talking to me about the membership and the format. And I was familiar with the structure of memberships and whatnot before. But I had never really contemplated it in the context of what I was doing and what I was teaching. And when I looked at the material, and when I looked at some of the feedback that I got from people who had been through the course, and people who didn't buy the course, it was all about time.

I don't have time for this, or I don't have enough time to implement this. And I took a look at the material, and I said, Hold on a second. Even though I can teach this stuff in seven weeks, it doesn't mean that anybody can implement this stuff. I mean, the people who did implement tools and tactics were getting great results. But they were only implementing a fraction of what we covered.

And so I said, You know, if I was working one-on-one with somebody, it would take an entire year to go through this agenda. I said, Huh, that's interesting. And some parts of our personal conversations helped me to think that way. And I said, Well, maybe this should be geared more towards a yearlong program, where I can work with people over time and have them focus on different areas each month. And you then prompted me to get the offer together. So just make an offer, just get it on the page.

And I emulated heavily what you have on SFB from a table perspective, and got it out there. And that was the start of the membership side, and it has grossed now in four-ish, five months since then. What are we at? Let me go and, I had written it down here. So it was about 20,000 on the course side, but since switching to the membership, I'm close to 80,000, which has taken us to the 100,000 in the nine months. And that has all happened as a result of transitioning from a one-time course sale to a recurring membership sale.

The skill too many people miss

James: Well, you know, it is, that's the punchline, but let's just sort of mine out some of the things you said, because I think they're worth making sure that this point comes across. You already achieved success, but rather than start pulling out the deckchairs and pouring Pina coladas and enjoying your moment in the sun with your extreme hubris, you took that humble approach, you went more monk like and like, Okay, I'm stuck. Help.



This is a big skill a lot of people miss. They're too afraid to ask for help, they might feel that people think they're not smart or whatever.

Tell me about the program that the way we work together, do you find that you have, because you've got that private access, do you find that helps in being able to have proper conversations where you don't have any loss of pride? Where really, it's just you and me, right?

Nils: Absolutely. It's just you and me. And I know that you are committed as much, if not even more, to my success than I am. And I've seen that come through in the messages and the care that you take and the guidance that you provide. And having someone like yourself with your experience in my corner, it means the world to me. Like, it gives me all kinds of confidence that I might probably would not have otherwise.

What you don't see with a lot of coaching programs

Or I've been a member of other coaching programs too where, you know, the individual who is at the center of it, or who it's built around originally, is pretty far from the actual interaction with people. It's natural way when they get too big, the head person takes off and is a little bit more removed. Not that that's the worst thing in the world, but it's just a completely different experience.

I remember reading the sale page on SFB, and looking at the intensive option, and it said there was a weekly group call with you. And I was like, Wow, that's cool. And then it said there was a private one-on-one chat thread, and I was like, Wait, seriously? And then one of your emails you sent as a follow-up, I think it's even said like, No, I really will coach you. I'm serious. This is not a trick and not a joke. It's not my team, it's me. And I was like, Wow! That is dramatically different from how the rest of the coaching world in this space works.

And I saw this, it had me intrigued. So having that private space for me means the world because one, while I am happy to be out in the open publicly from a persona perspective, I actually do much better in a relationship when I have a one-on-one type of connection, right? It's much harder for me to engage in a giant group than it is for me to have a one-on-one private chat thread.

And I know that I can ask you a question anytime and because our times are different, I usually ask it in the afternoon or something, and there's a message there the next morning because you're ahead of me, right? And so getting that personal guidance and following those steps and just knowing that you're always there in my corner has meant the world to me, and I've actually incorporated the exact same private thread message ability into my program of which is only available, I can only do that because I have 10XPRO, and that's a key part of that program as well.

James: Yeah, it's a huge part. I know John modeled it off that feature that I was doing. We sat side by side in the Maldives, laptop to laptop. And he said, Tell me how you run your training, how does it work? And he's built it. It's why I'm going to be moving across more stuff to that platform. I'm really happy with my test of [SuperFastResults](#).

And we've developed a lot of things for that private coaching. The ability now to autoplay Loom videos, or YouTube videos, it'll unroll it into a player automatically, to be able to reply to single pieces of a comment, not the entire thing, to be able to search for stuff. So it's really developed. And if you pair it with the app, which is a small extra fee, it's really putting coaching in the pocket.

I noticed that you've done that all the way through, actually, you sold something similar to what you'd bought from John and I, and it worked for you as a consumer, so it's worked for you as a seller. The membership thing, we've had some great discussions.

A look into the weekly group calls

Now, let's just flip the switch a little bit on the way that we deliver the coaching, you've talked about the private coaching. Now, you do attend the weekly group calls, and I'm just curious about your perspective on that. I generally cap the call size to around 10 people, it will be rare that we go above that.

And if we do, then I'll just add an extra time zone. And sometimes it's five or six, but it's generally between five to 10. It's a question I get asked a lot, how many people come to the call? Can you just speak to the dynamic of that call or how it works for you?

Nils: It works tremendously well. As I mentioned, like, I feel much more comfortable in a smaller environment. Even a small group like that is better than a big, gigantic thing for me, personally. And I love the intimacy of being able to ask you a question live every week, I ask you questions in our private chat thread all the time. But doing it live allows for a different dynamic. It enables us to have a conversation, have some back and forth, for you to share, perhaps more than you might be able to just given the context that I can provide, it's a little bit easier of a medium to do it.

So I find those calls incredibly valuable, just because of the small group nature, the closeness to you and the ability to, well, one, share a win, which is always, I start off all of my coaching calls that way as well. And just reinforcing the goodness and the progress that's made and then just talk challenges. You know, it's fun.

And I love hearing everybody else's challenges who are in markets that have absolutely nothing to do with me. But the advice and guidance and coaching you give them is always applicable to me. And I get to take nuggets from that and figure out, how does that apply to my world? Or where should I put that on my agenda to look at down the line perhaps?

James: Well, the key point here is, and I'll say this for the benefit of anyone who's doing any kind of coaching, and I'll also say it for you Nils, is the reason I can go deep on those calls is that it's more worth it for me when I have five to 10 people. If I do put in the extra effort right then, I'm able to transform more people at once.

So it's a nice, leveraged opportunity. But it's also highly bespoke. Because it's really, I'm actually looking at the people in the room. And because I'm privately coaching each person, I know what their needs are. And if it's a common need, if you asked me a question that everyone needs to benefit from, like, for example, recently you were asking me about my book funnel, everyone on the call really should have or already has a book, and probably wants to learn about the way that I market it in case there's lessons they can apply for them.

So it's worth me going deep, because it's leveraged for me. And as you said, you're leveraging the answers from everyone else's questions. So group can actually be really powerful. One to one can be really powerful. I've been running this hybrid for over 10 years, so I know it works. There's indisputable evidence, ergo, your call.

Now, I will say this, I just have to put this out there. With my coaching, I feel like I'm a magnifying force. There are people who might try my coaching who are not a good fit or will never get a result no matter who they get as a coach and no matter what they spend, they won't get the result because they're lacking resource, or attitude, or assets that they can deploy, or time or whatever.

There's many reasons why someone may not succeed. A lot of it has to do with the offer. But there are lots of other components. And I think, Nils, there are students who come along like you who will be successful, regardless of whether you get involved with me or not. But I'm just going to magnify whatever you bring to the table. And so I just want to put that out.

I'm not a miracle worker. And so I don't want to discount or take away from any of your assets that you brought to the table. You brought determination, you brought open-mindedness, you brought a working model. You know, my favorite quote around this is, you can't steer a parked car. You brought a vehicle in motion, and we just found new gears for it. And I love it.

You're right, I want you to be successful. I get so emotionally excited for you when you have wins, that I feel it. I feel your success, and I'm excited for you. So it's not a selfish excitement. It's like the gift of giving, I suppose, is the closest you can come.

Nils: Hundred percent.

James: Like, we have a great bond. And we've built that up because you keep doing things and getting results. And I get charged up by that. And I think what's possible. I know we've got some things coming down the track that will make what we've done so far seem inconsequential in the long run. And that's very exciting.

But you've built a solid base, and you talked about it before, the long term. What you haven't necessarily said directly, and I want to say it directly, is if you listen back to what you've already said, Nils, you are customer-focused. You talk about how can you help your customer over the 12 months, you talk about solving their problems, you talk about making it a good experience for them. This is the missing piece of the puzzle in the coaching space.

Most people are concerned about their own mortgage, or their luxury yacht, or their crypto, whatever, or the NFT monkeys and etc. They're so obsessed about their self-serving needs. And then it's like, what can we sell to get the money to fuel my selfish need? That is wrong. And you will not survive with that approach for long, or you'll just be following the hype train. You will be around for a long time, my friend, because you do the solid fundamentals.

Nils: Thank you. Thank you.

James: And you're just doing it right. Whatever you're doing, I want more people like you. That's why we're doing this podcast. I want people who can bring something in play and say, What are my moves here?

The things that make you go, aha

Tell me about some of the things that we've discussed that, like, gave you a big aha moment or like, flipped your lid and like, oh my god, like it's sitting there right in front of me? Because I feel like we've had a couple of those things.

Nils: Yes. Well, first, it was just the shaping of a program, period, right? I had a course. I didn't know what else to do with it. I knew that running weekly webinars and trying to sell it every week was like, I did that for 12 or so straight weeks, and to varying degrees of success, right? I could have kept on doing that and kept refining, kept building, but it just didn't feel like that was going to provide the long-term gains that I wanted, the long-term certainty that I would be able to get into somebody's world in order to help them, because my view on helping my clients is exactly like your view on helping your clients, and me, right? And that was wonderful.

So just first was the paradigm shift of recurring and, you know, as simple as it sounds, it's fundamentally different than a one-time thing, right? And it is different, not only in cost, and structure, and pricing, and subscription, it's different in service, right? You could sell a course and you can have a three-month window to get your money back or a 30-day window. Whether or not somebody actually does the work doesn't really matter, because you already got all their lifetime value and now you're going to maybe upsell them a different course.

Well, that's not the same in a subscription. Anybody can join my B2B Leaders Academy for as little as \$299 a month, get access to all of the leadership training I have, come to the coaching for a month and bounce. Like, that's on me if they leave. And I think reminding and seeing how you run SFB and seeing how you run our intensive group reminds me of that every single week, right? So that was one of the biggest, first things and that was April.

And then from there, it was on a tear, to get that set up in [10XPRO](#), to transition all the content to a monthly focus. And it was great because I had it, it just wasn't in the right format. So then the next major one was the podcast. So as you know, we talked about before, a big fan of SFB podcast and we're at 890, which is just still mind-blowing on the number of episodes. Usually the people that started the podcast 10 years ago stopped after like, you know, 100 or something. So relatively few podcasts out there.

James: Three episodes is the average.

Nils: What's the average?

James: Three.

Nils: Three. Okay, cool. So, I said, I had been running advertising for a long time. I ran probably through the course of, once I launched the book, somewhere in the neighborhood of \$30,000 to \$40,000 in paid ads, largely Facebook, some LinkedIn, and had, I would say, less than ideal results, right? There was a lot of experimentation trying to figure out different ways to sell the book, trying to figure out different ways to get people onto the webinar to sell the course, it was all experimentation. I didn't know. But I was willing to spend the money and experiment and learn fast. And that was fine.

A content strategy that took off

So made that investment, got to the end of the summer. And I knew that the advertising game just was, I could not get it to a point where I would come close to either recouping some of the costs from the things that I sold, or whatnot. So I decided to put that on pause and stop that. And at that time, we were talking about the content strategy, like how am I going to bring people into my world? And that's when we started talking about the podcast.

And I had had a podcast for my consulting business prior, so very familiar with it. And I had conversations with a friend of mine who runs a podcast agency. And this was the perfect time to shift my content strategy from being all paid, and having virtually nothing organic, to being all driven by the podcast.

And so I launched the B2B Leadership Podcast in September, just last this week, I saw that it is ranked in the top 10 percent of 2.7 million podcasts in the world, according to the Listen Notes, which is like the Google for podcasts. And I was blown away, because I've had such cool interactions and engagements with my guests. And some of them are personal connections, some of them are people that are new, the group that I work with on producing the podcast does a lot of outreach for me based on criteria I provide. So it's been wonderful.

And I turn every episode into a blog post, there's a downloadable PDF, and it is what brings people into my world. And I also advertise the B2B Leaders Academy on the podcast. When we started discussing that, my biggest challenge was, one, okay, where am I going to go next? We talked about podcasts like, okay, aha.

Now, the naming thing became clear, became a big one. And I had some serious stumbling blocks. It took probably two to three weeks of us going back and forth. And then it clicked, because you said something in one of our calls. When I said, I'm just stuck with this name. And I listed off a couple of things. And you said, What about B2B Leaders something? And I was like, Huh, that's interesting.

In about an hour after the call, I was just writing in my notepad. And I was like, wow, that was a really good starting point that James said, and I was like, What about the B2B Leadership Podcast? And I replied in our thread, and you replied, I love that just as much as I do surfing. And I was like, Oh, we got it. We got it nailed right there, you know. So it's like instant feedback for an idea that was going to be a cornerstone of my whole business. And just having that level of trust and certainty and feedback was just immensely powerful for me.

James: Yeah. And it's going well, which is even better. And I remember listening to the first episode, and giving you some feedback. In particular, how good it was straight out of the gate, just killing it. Small change, I suggested, I think it might have a compound effect for the long term. I also shared it. I remember sharing it.

Nils: Yes, thank you.

James: Because I genuinely thought it was great. You've mentioned the name of the podcast here. So where can we look it up on Apple?

Nils: Yeah, B2B Leadership Podcast, the letter B, the number two, and the letter B, and then Leadership Podcast, on Apple or whatever platform you like for podcasts.

James: And then the whole idea of using that as a conversion vehicle to produce membership clients. I mean, this is a long-term play again. That's been my model, podcast, membership. In this case, I'd be delighted if people go and buy 10XPRO.io. I also am a beneficiary as being a partner in that business.

You're saying nice things about SuperFastBusiness membership, it'd be great if you listen to this and you want coaching from me, you join that. That's how this podcast worked. And it's allowed me to continue delivering episodes. I'm more than happy for people to listen to this for free, as many episodes as they want, even if they never buy anything, enough people buy that it sponsors itself. And that's great.

Where Nils is at now

So you've got your podcast, you've got your membership, you've got your book, you've got a steady cadence, you got a back and forth. And at the moment, we can't talk about this too much, but you've got some people who are interested in bulk license deals. And that's really the next major play in the B2B market. You can find these enterprise clients who need lots and lots of training, because no matter what industry you're in, even if you're a solopreneur, if you're trained, you perform better than if you're not trained.

So if you provide training that solves problems for them as a business owner, and they've got lots of employees and you target them, it doesn't take many of those deals to work. And I did that last year, I did a B2B training play, we managed to sell bulk licenses, we used 10XPRO. I requested a specific feature, which was visibility on where people are up to in the training course.

Nils: That came from you.

James: It came from me because of that application. So I just want to say, I've got your back when it comes to B2B license in bulk. 10XPRO gives you the option to go back to, say, the CEO or the business founder and to say, Okay, here's where your team is up to, in the training. And you can also have them tick boxes and get certifications so that it actually sends an email, you can integrate it into the CRM, it can send them a certificate.

If they're in an industry where it was a requirement by law, you could actually produce it, Okay, well, here are the people who have done the Workplace Health and Safety Training and have achieved a maximum score. You can put quizzes after the training that they need to do. So there's lots of options for you. I think this is your next stage.

Nils: I was just thinking that, as you were saying it, like a coaching conversation right here.

James: I just wanted to say, what I tend to do, Nils, is I might know the next 10 steps for you, but I'll only reveal them one at a time, which is exactly what you're doing in your membership versus the course.

Nils: Yup, I appreciate that very much.

The coaching model ala James Schramko

James: Rather than dump all the ideas on you, it's like, okay, you do this one, Nils. And then when you come back, I've got something pretty exciting that we can talk about, but I need you to do this one first. Because I know that these little bite-size weekly progresses are what really gets results, like you can't escape me.

If you turn up every week, and you share what's going well and where you're stuck, we'll overcome it. And it is a double-edged sword, okay? People will listen to this and say, But I don't want to be involved in my membership every day. It's fine. Leave that for me and leave it for Nils, because we're doing okay with it.

And it's not the ultimate hands-off business. But it's an extremely powerful offer that is so rare that people will respond to it. And when they get results, it's also very satisfying. And I want to point out this, this is very important: apart from record these episodes, it's literally the only thing that I do. Like, my actual job is to just help people solve problems. And I do it in a reasonably leveraged way with the membership. And then I let people know about with the podcast. That's it. If you want to break it down, that's what I do.



Nils: And that's exactly what I have modeled in this over the last six months or so, and since working together, because I've seen the success. I have the same long-term view as you do. And I have a lot of great relationships and in reputation in the B2B, especially in the SaaS space, especially in the fast-growing company space, where I know that everybody has a need for leadership development.



And if I pair leadership training with leadership coaching in a hybrid way, just like I've experienced with you, I know I can help everybody solve problems. And my goal is to get to the point where my job is solely to help people solve problems. Right now, I still do consulting and training and some of those other things. But this 100 grand did not exist 12 months ago, it didn't even exist six months ago, right? It was a fledgling idea. And now it's at the place where I'm looking at 2022 doing a financial plan saying, Well, what is the projected potential of my different membership levels? And how many people could I actually bring into this and still absorb with just me running it?

James: And you know, that's an exercise we do. We talk about pulling out a spreadsheet, scoring each of your business divisions and comparing them, and there'll be some clear winners that could scale up. You have a look at the ones that aren't good and say, what one thing, if I could fix, could that be amazing?

I even sent you a book about that topic, because it's like, it's the fulcrum, there you go.

Nils: Got it right here.

James: Good old Goldratt. Because when you've got that skill to be able to make a small change and lift something that's underperforming, great. If you make that small change that doesn't perform, you've got to have the discipline to say, That's it.

So you want Nils to train you...

I think long term, it'd be very hard to hire Nils to come and consult in your office for a day. Now, just bearing in mind that we do have plenty of B2B businesses listening to this, if they did want training, how do they get in touch with you, Nils?

Nils: Yeah, they can check me out at b2bleadersacademy.com. And if you want to check out the podcast, go to b2bleadershippodcast.com. And you can find all the episodes, all the incredible stuff, and I hope to see you in as one of my clients someday.

James: Awesome, mate. Thank you so much for coming and sharing. I know you didn't have to but...

Nils: Hey, my pleasure.

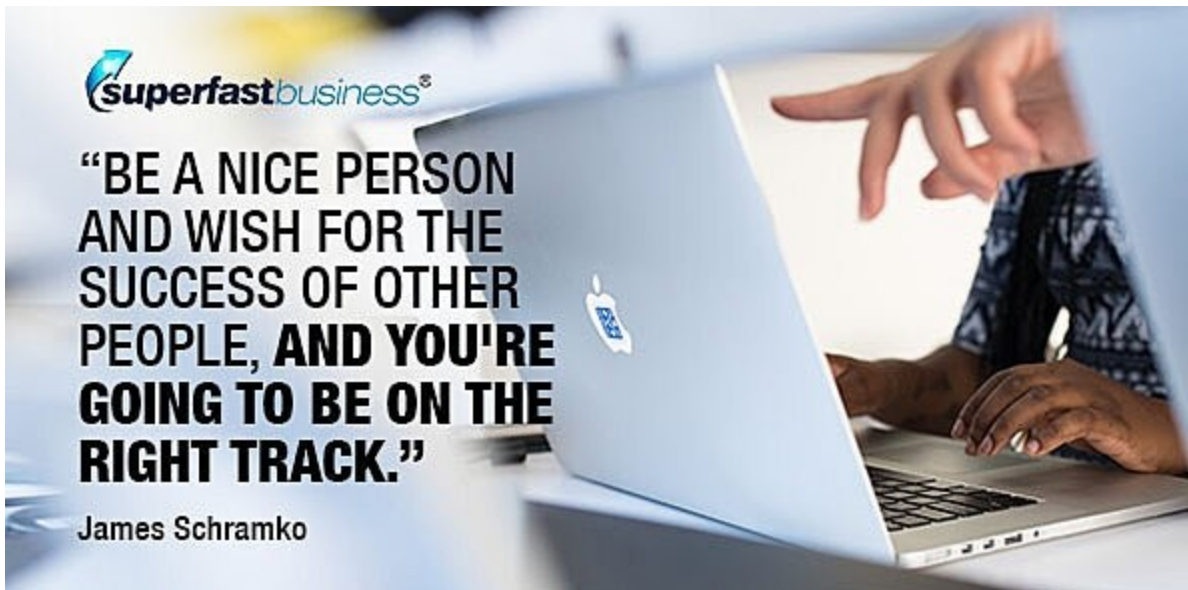
James: When you get someone who's responding so well to all the stimuli, I wanted to understand what's going on there. So just, a huge thank you. You make what I do more joyful, and I want more people like you. But not too many, because I want to maintain a certain level of...

Nils: Well, you've got to surf, right? I mean, let's be honest.

James: That's it. I do have to surf and the swell's picked up today, and I'm pretty excited about it. I think today's probably going to be the score.

Nils: There we go.

James: What a terrific day. This one's episode 890. So what we'll do is we'll transcribe this, we'll put it up there on SuperFastBusiness.com. We'll put a couple of highlights if you just want to recap. But there's some big clues here. Be customer-focused, play for the long game, acknowledge when you're stuck, and put your hand up for help.



Get the right assets in play, the right business model, the right offer, deal in a market where they have capacity to pay. Just in general, just be a nice person and wish for the success of other people, and you're going to be on the right track. Thank you so much, brother.

Nils: Yeah, thank you. It's been an awesome ride, and I can't wait for the next six months, 12 months, 18 months.

James: We'll have to get you back with an update. Yeah.

Nils: Oh deal. And then we'll get it when you're in the sauna too, then we can do a sauna-to-sauna call.

James: I'm going to get a sauna. I just sold an outdoor umbrella on Gumtree, which is like a Craigslist, because it was taking up my sauna space in the garage. So we'll see about that. It's happening.

Nils: Sounds good. All right, mate. Thanks.



Let James point you in the
right business direction

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