

# The Scale Up Masterclass

FLOORTJE LOPES

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# Welcome at the Scale Up Masterclass!



I am so glad to see that you found yourself joining this online masterclass to learn about scaling your business. I know scaling might sound like a huge mountain to climb, but when you know that scaling is and what the necessary steps are, it is actually pretty doable and fun!

Make sure you watch the online Scale Up Masterclass before or while you are filling in the questions in this workbook. It is up to you what works best for you, either to watch it completely and then go over all questions in your workbook or pause the video in between to answer questions.

I would highly recommend to take notes. That way you will set yourself up for maximum success. For the simple reason that when you capture the information it will enable you to use and implement all the steps and insights in your business immediately.

Hello action, hello amazing results!

**Let's start!**  
**Floortje**



## The Scale Up Masterclass

1

Where do I stand in my business right now?

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Growing

Almost ready to scale

Scaling

2

What I want to achieve with scaling my business is:

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- More freedom
- More impact
- More money

3

How will my business look when I scale?

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4

What will I experience and how will I feel when I scale my business?

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5

Why is that important to me?

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6

What are the mistakes I have made up till now when it comes to scaling?

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- I mixed up growing and scaling
- I've lost sight of my vision
- I forgot what made me successful
- I only focused on automation as a way to scale my business
- I jumped into scaling way too fast
- Doing it all on my own
- I didn't start scaling yet

**Other mistakes I've made**

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**7** How did this stop me or slow me down?

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**8** What is ONE mistake you will correct as from today to fix it?

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# 9

What I want to achieve with scaling my business is:

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1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

# 10

In order to make more money and reach my Leader Goals, what can I do to:

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**Have more cashflow** \_\_\_\_\_

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**Systemize my business** \_\_\_\_\_

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**Have a proven method in place** \_\_\_\_\_

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**Reset my belief system** \_\_\_\_\_  
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\_\_\_\_\_  
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**Upgrade my relationship with money** \_\_\_\_\_  
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**11**

Which one is the most important for me right now that I will focus on 100%. What are ideas and actions I can think of to increase the outcomes in that area?

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What will I STOP doing in my business ASAP that is not working right now so I will have time and space to start doing better things instead?

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13

What is my BIG DREAM or vision for my business (and life)?

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Take a moment to think about and write down your biggest insight(s) from the Scale Up Masterclass. When you go over the assignments and notes in your workbook, filter out all the biggest realizations or things that stood out to you and write them in the section below, so you can start using them immediately. The more concrete you define them, the easier to implement in your business. And that means more results faster!

## My Insights:

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Don't forget: Implementation is key! So what are you going to do as from today with your new insights and realizations? Choose maximum three actions from this Scale Up Masterclass to start working on.

## My new actions:

**1)** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date to start: \_\_\_\_\_ Date to Finish: \_\_\_\_\_

**2)** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date to start: \_\_\_\_\_ Date to Finish: \_\_\_\_\_

**3)** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date to start: \_\_\_\_\_ Date to Finish: \_\_\_\_\_

# Bonus

Print the next page and hang it somewhere where you can see it every day to motivate and empower you to keep moving forward to achieve your wildly successful and meaningful business, with a lot of PROFIT and a lot of PURPOSE.

# GO BEYOND

Go beyond the narrative you've been telling yourself.

Go beyond your past.

Go beyond the limits of your own beliefs.

Go beyond the circumstances.

Go beyond your competition.

Go beyond the expectations of your clients.

Go beyond the one size fits all strategies.

Go beyond the knowledge you have right now.

Go beyond cultural concepts and standards.

Go beyond mediocrity and reasonable goals.

Go beyond. And you'll explore, discover and create things you didn't even think were possible.

Go beyond. And you will be well on your way to leave your legacy.