

FROM IMPOSSIBLE TO INEVITABLE

How Hyper-Growth Companies Create Predictable Revenue

JASON LEMKIN and AARON ROSS

JASON LEMKIN is a serial entrepreneur and venture capital investor. He is the founder of SaaStr, a social community of software-as-a-service (SaaS) founders and executives. He has been an early stage investor in companies like Talkdesk, Algolia, Logikcull and others which have grown to have a combined market valuation of more than \$1.5 billion. Jason Lemkin was CEO of EchoSign where he grew company revenues from \$0 to \$100 million leading to the company being acquired by Adobe. He is a graduate of Harvard University, the University of California, Berkeley and Stanford's Graduate School of Business.

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The Web site for this book is at www.FromImpossible.com.

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MAIN IDEA

Why is it that some companies experience hyper-growth while others never seem to break out of their current revenue levels?

When you strip away all the irrelevancies and misinformation, you'll find the world's fastest-growing companies systematize their success. They follow a template which has just seven basic components or ingredients:



- ★ 1 Nail a niche ... and totally dominate it
- ★ 2 Create a predictable pipeline for sales leads
- ★ 3 Make your sales systems scalable
- ★ 4 Figure out how to double your deal-size
- ★ 5 Be prepared to do the time it takes to succeed
- ★ 6 Embrace employee ownership & initiative
- ★ 7 Define your destiny ... and achieve greatness

"Follow the recipe and kick off your biggest growth spurt yet."
 – Aaron Ross and Jason Lemkin

The Seven Ingredients of Hyper-growth



- 1. Nail a niche ... and totally dominate it** Page 2
 You're not really ready to grow faster until you solve a single problem so well you can sign up unaffiliated paying customers. Achieve world domination one niche at a time.
- 2. Create a predictable pipeline for sales leads** Page 3
 Until you develop predictable ways to fill your sales pipeline, you're going to struggle. Learn how to generate ongoing leads and you can create hyper-growth.
- 3. Make your sales systems scalable** Page 4
 Growth is good but sometimes speeding up sales creates more problems than it solves. To handle growth, you have to make all your systems scalable.
- 4. Figure out how to double your deal-size** Page 5
 It's hard to create hyper-growth from small sales deals. To move forward, you have to try and figure out how to double your deal size.
- 5. Be prepared to do the time it takes to succeed** Page 6
 It often takes years to become an overnight success. Be prepared to hang in there and do the time, even when you have the inevitable and tough "Year of Hell".
- 6. Embrace employee ownership and initiative** Page 7
 The reality is your employees are renting rather than owning their jobs. To overcome that, embrace employee ownership as a way to get people to take the initiative.
- 7. Define your destiny ... and achieve greatness** Page 8
 As an employee, you're probably letting your frustrations stop you rather than motivate you. Stop waiting for someone else to fix it and turn your frustrations to your advantage.

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