



TENT
EXPO



A man in a white shirt is covering his face with his hands in a meeting. A black banner is overlaid on the image with white and red text. The background shows other people in a meeting setting, including a hand holding a smartphone and a hand holding a folder.

BUILD WITHOUT BURNOUT: HOW TO SCALE YOUR BUSINESS WITHOUT SACRIFICING YOUR SANITY

WITH
LUKE EGGEBRAATEN
PHASER MARKETING



MY PROMISE TO YOU

Last 90 days





MY PRIORITIES



MY PRIORITIES



60 DAYS OUT OF OFFICE




WHAT WE'LL COVER

- Why Most Business Owners Burn Out Trying to Scale
- 5 Keys to Build Without Burnout
- How to Capture a Pulse with the Burnout Scorecard
- Leveraging the Burnout Matrix to Help you Identify Risk and Protect your ‘Peak Zone’



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THE PROBLEM

A black and white photograph of a metal bucket with several holes drilled into its side. Water is spraying out of these holes, creating a chaotic scene of splashing water. The bucket is set against a background of a bright blue sky with scattered white clouds. A black diagonal banner with white text is overlaid across the middle of the image.

SCALING REVENUE BUT NOT FREEDOM



LOST THE JOY IN WHAT YOU'VE BUILT



**YOU'RE WINNING IN BUSINESS
BUT LOSING AT HOME**

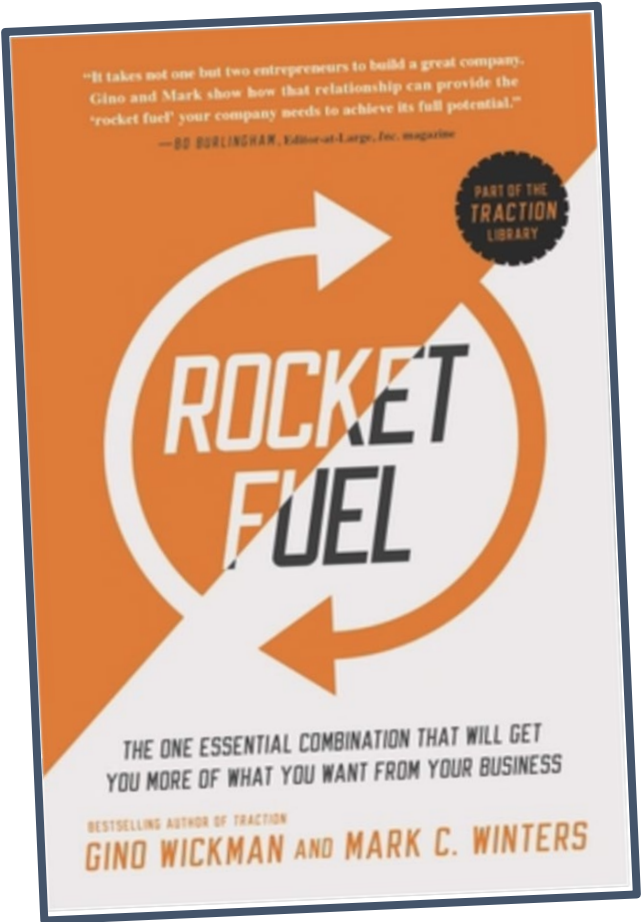
BURNOUT

VS.

HARD WORK



THE INVERSION THEORY



THE BUSINESS LEADER'S **FRUSTRATIONS**

FRUSTRATIONS

- FRUSTRATION WITH PEOPLE
- LACK OF CONTROL
- LACK OF PROFIT
- HITTING THE CEILING
- NOTHING IS WORKING



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THE OPPORTUNITY

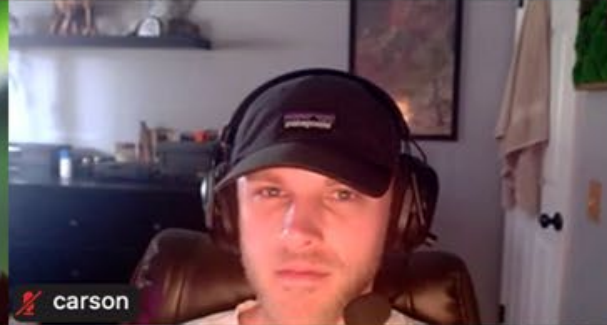
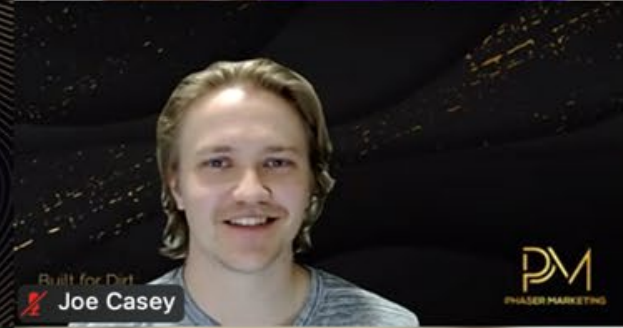
5 KEYS TO **BUILD WITHOUT BURNOUT**

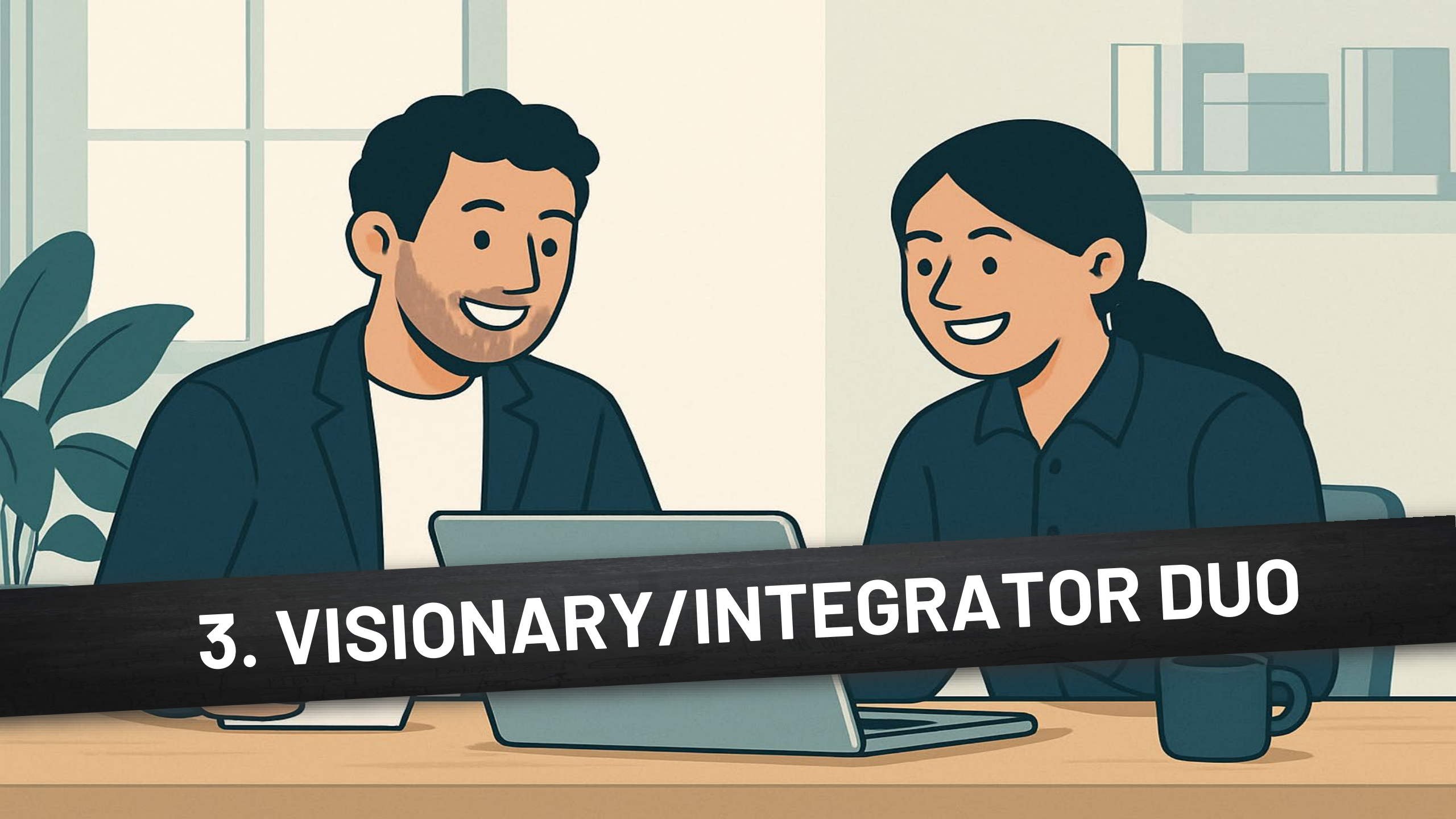


1. SYSTEMS PROTECT PEOPLE



2. LET THEM COOK





3. VISIONARY/INTEGRATOR DUO



4. NUMBERS REMOVE EMOTION



5. FAILED DELEGATION

1: BURNOUT **PREVENTION** SCORECARD

Burnout Prevention Scorecard

Category	1	2	3	4	5
Numbers - I know my margins, payroll % and MRR targets					
Role Clarity - I know what only I should do (Visionary vs Operator)					
Systems - My client delivery is consistent and not dependant on me					
Team - My hires buy back my time, not add to my workload					
Energy - I protect my mental, physical, and personal boundries					

Scoring Key

- 5-12 = **Survival Mode**: Burnout is around the corner.
- 13-20 = **Scramble Mode**: You're scaling, but inconsistently.
- 21-25 = **Scale Mode**: You're building without burnout.



2: THE BURNOUT **MATRIX**

The Burnout Matrix

Everything I do

Good At

Not Good At

--

<p>PEAK ZONE (LOVE + GOOD AT) Protect this. Your highest-value work.</p>

<p>DISTRACTION ZONE (Love + Not Good At) Feels fun, but it pulls you off course.</p>

<p>You're capable but it drains you. Delegate. DRAIN ZONE (Hate + Good At)</p>

<p>Eliminate, Automate, or Delegate ASAP. BURNOUT BOX (Hate + Not Good At)</p>


Love To Do

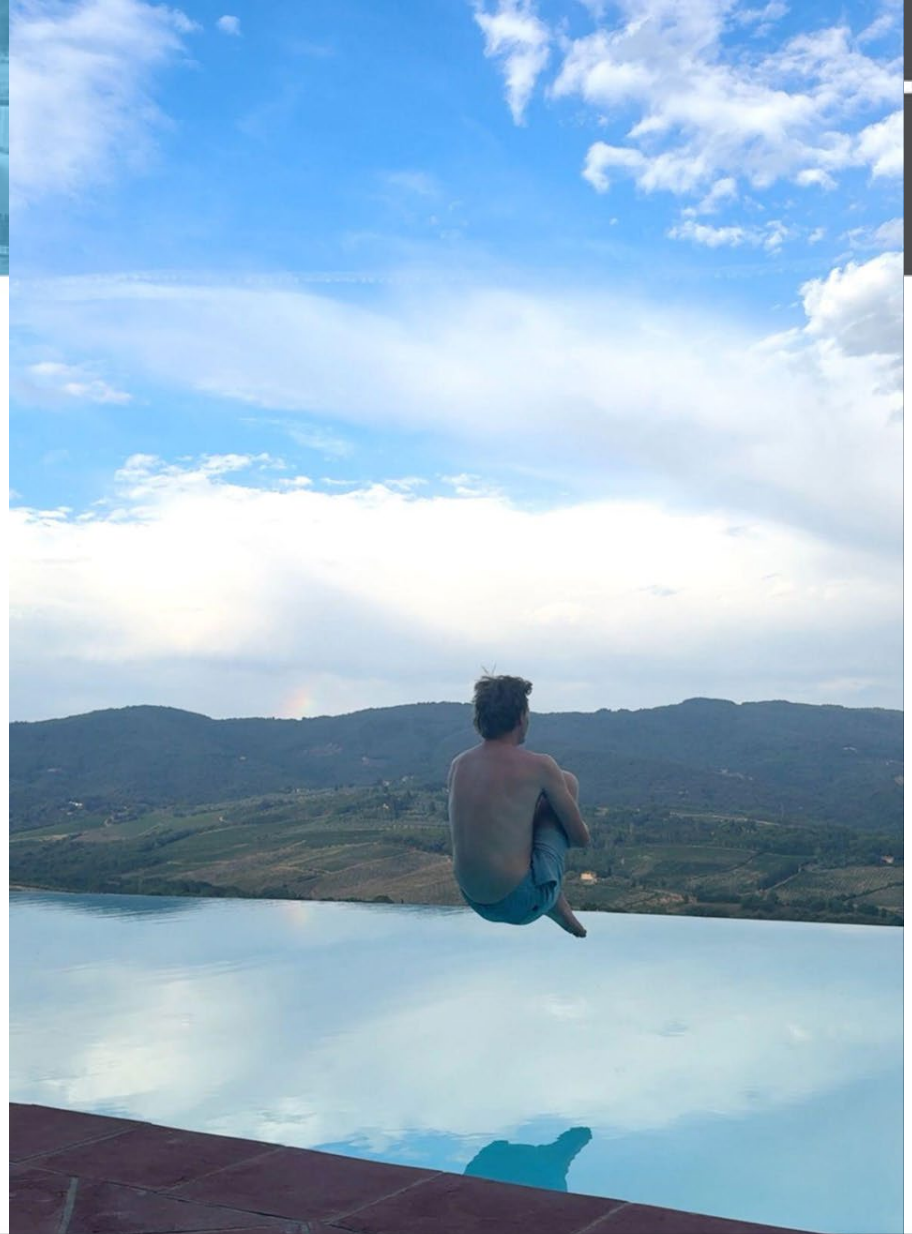
Hate To Do

REMEMBER: About 10% of your job will always suck — that's part of being the owner. Embrace the suck and focus on what really moves the needle.



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- Why Most Business Owners Burn Out Trying to Scale
- 5 Keys to Build Without Burnout (Systems Protect People, Let Them COOK, V/IDuo, Numbers Remove Emotion, Failed Delegation)
- How to Capture a Pulse with the Burnout Scorecard
- Leveraging the Burnout Matrix to Help you Identify Risk and Protect your ‘Peak Zone’



LESSONS FROM 60 DAYS OUT OF OFFICE

If you win at business
but lose at home,
you didn't actually win.

How Was This Session?

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