



SEEDSPARK

JUST ADD A ZERO

INSTRUCTIONS

EXPONENTIAL GROWTH

The Just Add Zero method is designed to help entrepreneurs and business leaders identify key areas in their business where scaling efforts—adding a 'zero'—can lead to exponential growth. Whether it's expanding into new markets, multiplying revenue streams, or increasing customer acquisition, this method guides you to strategically apply scale to achieve massive results.

UNLOCK YOUR FULL POTENTIAL

The Just Add Zero method was created to simplify the often complex process of scaling a business. It provides a clear framework to spot opportunities for growth, allowing entrepreneurs to focus on where they can add significant value. By breaking down the barriers to expansion and offering actionable steps, the Just Add Zero tool empowers leaders to think bigger, act faster, and unlock their full potential.

HOW TO USE THE TOOL:

IDENTIFY YOUR FRICTIONS

- **EVENT:** Identify a specific situation or area where your business can expand by adding scale (i.e., "adding a zero")
 - **Example:** Expansion into a new market.
- **FACTS:** List the current facts of the situation. What is the business currently doing, and how could scaling up help.
 - **Example:** The business currently operates in one region but has the opportunity to serve multiple regions.
- **IMPACT:** Rate how much impact adding scale would have on the business (1 is minimal, 10 is significant).
 - **Example:** 8 – Expanding to a new market would greatly increase revenue potential.

POTENTIAL ZEROS

- **SOLUTIONS:** Brainstorm possible solutions or strategies to achieve this scale.
 - **Example:** Research the market and create a marketing plan for region 2.
- **Who:**
 - Jane – Lead market research.
 - Bob – Develop the marketing plan.
- **Timing:**
 - Jane – 2 weeks.
 - Bob – 3 weeks to finalize the plan.
- **Repeatable:** Yes, similar strategies can be applied to other regions.

IDENTIFY YOUR FRICTIONS:

Name:

Date:

Past PROFESSIONAL/PERSONAL Experiences

Rate 1-10

Add a Zero

TAKE ACTION:

JAAZ ACTIONS

Who/Collaboration

When

NOTES:

UNCONVENTIONAL STRATEGIES

In the exciting journey of entrepreneurship, stepping beyond conventional methods can be the key to unlocking your full potential. SEEDSPARK Growth Services offers you the gateway to breakthrough strategies and insights that elevate your business from ordinary to extraordinary. Our approach invites you to think expansively, embracing fresh perspectives and innovative ideas that open up new horizons of growth and opportunity.

UNCONVENTIONAL THINKING

At SEEDSPARK, we empower entrepreneurs to expand their horizons and explore new possibilities. Achieving sustained business growth is about more than just following the usual playbook—it's about adopting a mindset that welcomes innovative thinking. By embracing fresh ideas and unconventional perspectives, you'll unlock the potential to not only thrive but to lead the way in your industry. It's time to invigorate your strategy, redefine success, and create a path uniquely your own.

UNCONVENTIONAL METHODS

A brilliant strategy truly shines when it is brought to life through effective execution. At SEEDSPARK, we don't just provide you with the tools for success; we partner with you to transform your plans into powerful, actionable steps. Our commitment to accountability and hands-on support helps you move from planning to performance, ensuring that your journey leads to remarkable, reoccurring results.



A single-minded approach may be beneficial for launching a revolutionary product or service, but it can turn into tunnel vision if the leader isn't able to adapt and expand their focus as the company grows.

