

# The Scale Plan

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with Amira Alvarez

*How to get to 6-figures, 7-figures, or beyond,  
in whatever industry you're in.*

# Use this simple yet powerful checklist to help you create ***The Scale Plan*** for your business.

Having a clear plan to scale is *the first step* to getting you to your 6-figures, 7-figures, or beyond... without starting another thing you don't finish, without losing trust in yourself, without ignoring your family, and especially without taking on one more thing that puts you over the edge and into burnout.

I've purposefully kept this straightforward and simple. However, I understand that you may want more details on each step, so I've recorded an entire training on this that walks you through each step of The Scale Plan.

**[You can access it here.](#)**

# Scale Plan Steps

1. What is your income goal for this year? \$ \_\_\_\_\_

2. Is your income goal an exciting stretch goal? Yes/No? Please explain. A stretch goal should excite you and make you wonder "How the heck is that going to happen?" or "Who am I to want so much?" *Did that happen for you?*

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*If your answer was no, go back and choose an exciting stretch goal. Your success depends upon it.*

**3. What gets to happen for you if you achieve your stretch goal within the next 12 months?** Asked another way, *what's the real, positive consequence of this goal? Why do you really want it?*

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**4. What happens if you don't achieve your goal?** Asked another way, *what's the real, negative consequence of not achieving this goal?* (**Hint:** If there's nothing at stake, if it's fine to not achieve it, you don't want it badly enough to make a real income breakthrough.) Really dig deep here and recognize what's at stake if you don't follow through with what you want for yourself.

[illegible]

5. On a scale of 1-10 how important is it to achieve your goal?

1	2	3	4	5	6	7	8	9	10
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6. On a scale of 1-10 how committed are you to achieving it?

1	2	3	4	5	6	7	8	9	10
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7. What are your product or service offerings?

_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____
_____	sold for \$ _____

**8.Can you scale to the level you want with your current offerings at their current price point without being overworked, overwhelmed, or burnt out? Yes/No? Please explain.**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Use our "[Make Love to The Numbers](#)" easy math spreadsheet to evaluate if scaling with your current offerings, pricing, and time is mathematically possible.

## 9. How are you going to make more money?

Making more money isn't complicated.

*There are only three ways to make more money:*

- 1.Raise your prices
- 2.Sell more of your existing products or services (increase quantity)
- 3.Add a new channel of income

*What of these ways and what about them are calling to you? Which one of these or combination of them will you do?*

[illegible]



## 10. Now be specific. I will increase my revenue by:

Raising my prices to \$\_\_\_\_\_

Increasing the quantity of what I'm already selling by \_\_\_\_\_

Adding this new channel of income: \_\_\_\_\_

## 11. Do you reach your income goal in the next 12 months? Yes/No? Please explain. Use the "Make Love to the Numbers" spreadsheet again.

Do the math with your chosen path to increasing your revenue to make sure it's a viable plan.

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*Don't continue until you've answered 'Yes' to this question. You must adjust your plan until you get a 'Yes' by raising your prices, increasing quantity/selling more, or adding another channel of income.*

**13. If you have a service based business check your plan. Will your new plan cause you to be working too many hours? Yes/No? Please explain.**

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*Don't continue until you've answered 'No' to this question. You must adjust your plan by raising your prices or adding another channel of income that's more leveraged so that you can reduce the quantity of time you are spending executing on your contracts. Otherwise, you're setting yourself up for failure and disappointment.*

**14. What are the steps you already know you need to take to put this plan in place?** Don't worry about the order, just get them all down. *What would you need to do to make this happen?*

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**15. Now, take the list above and put it in chronological order.** Don't get too caught up in this. Take your best shot at what comes first, then second, then third.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_
- 11) \_\_\_\_\_
- 12) \_\_\_\_\_
- 13) \_\_\_\_\_
- 14) \_\_\_\_\_
- 15) \_\_\_\_\_

**Woohoo!! You've now got an ordered plan to get you to your income goal!!** Next up, we need to look at what might stop you from running with this.

**16. Reviewing each of the steps above, is there anything that is stopping you from taking each of those steps?** What's potentially going to get in your own way and stop you? *For instance, if one of your steps is going live on FB or Instagram and you've never done that, knowing how to do that may stop you, at least temporarily.* Review each step and think about what might get in your own way.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_
- 11) \_\_\_\_\_
- 12) \_\_\_\_\_
- 13) \_\_\_\_\_
- 14) \_\_\_\_\_
- 15) \_\_\_\_\_

**17. What is stopping you or potentially could stop you from executing on the plan more generally? List out all the challenges.** (Think in terms of marketing, sales, operations or systems knowledge, team and support, available time, family, experience, confidence, fear, and mindset. Listen to the full training on how the Scale Plan that will help you move through this faster.)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_
- 11) \_\_\_\_\_
- 12) \_\_\_\_\_
- 13) \_\_\_\_\_
- 14) \_\_\_\_\_
- 15) \_\_\_\_\_

**18. What action could you take to solve that challenge?**

**What are your solutions to each challenge?**

*Come up with three potential solutions for each challenge.*

	Solution 1	Solution 2	Solution 3
Challenge 1			
Challenge 2			
Challenge 3			
Challenge 4			
Challenge 5			
Challenge 6			

	Solution 1	Solution 2	Solution 3
Challenge 7			
Challenge 8			
Challenge 9			
Challenge 10			
Challenge 11			
Challenge 12			
Challenge 13			



	Solution 1	Solution 2	Solution 3
Challenge 14			
Challenge 15			
Challenge 16			
Challenge 17			
Challenge 18			
Challenge 19			
Challenge 20			

**19. Who are three people in business, dead or alive, who you admire?**

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

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

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

**20. Now use your imagination. How would these three people approach your challenges? What advice would they give you?**

How would they approach your challenges? What would be their advice to you?	
<b>Person 1</b>	<div>1. _____ 4. _____</div> <div>2. _____ 5. _____</div> <div>3. _____ 6. _____</div>
<b>Person 2</b>	<div>1. _____ 4. _____</div> <div>2. _____ 5. _____</div> <div>3. _____ 6. _____</div>
<b>Person 3</b>	<div>1. _____ 4. _____</div> <div>2. _____ 5. _____</div> <div>3. _____ 6. _____</div>

**21. Now take a look at all your ideas and solutions.** You're a creative powerhouse! Woohoo! **Now, who do you need to be to get into action and execute on these steps and solutions?**

I would need to be someone who.....

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

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

4) \_\_\_\_\_

\_\_\_\_\_

5) \_\_\_\_\_

\_\_\_\_\_



**"Went from \$188k to over \$1.1 Million!**  
I have reduced my stress level by 90%, handed off work to an assistant freeing up at least 20% of my time."

WENDY SCHULTZ



**"The firm cleared \$82,060 in one month.**  
This is what it looks like when I keep out of my own way (with your help!)"

HEATHER KEITH



**"I'm easily on track for \$500K-1 million this year** because of who I've learned to "be" in my business."

JOY BUFALINI



I quadrupled my monthly income... and I know that's just going to continue to grow this next year.

LAUREN GRIFFITH

# Congratulations!

*You've created a simple scale plan!! Is this all that you need to scale?  
No, of course not! Is it a great start? Yes!*

If you want to fast-track things and personal help scaling your business,  
[book a consult.](#)

**Amira Alvarez** is the founder and CEO of The Unstoppable Woman, a global coaching company helping female business owners achieve their dreams and goals in record time.

She is a speaker, top 2% podcast host, coach, income acceleration specialist, and trusted advisor to unapologetically ambitious female entrepreneurs.

As someone who has built and runs a multi, 7-figure business and has helped her clients achieve equally impressive personal and business goals, she knows exactly what it takes to get out of your own way and make the extraordinary manifest in your life!

She integrates business tactics and strategies with a deep mastery of The Laws of Success to help you create more impact, money, and beauty in your life. We're so glad you're part of our community and we can't wait to see how you scale!

xoxo,

Amira



**WANT PERSONALIZED HELP TO GO FASTER? LET US HELP YOU.  
CLICK HERE TO BOOK A TIME FOR US TO TALK.**