



The Impact Meter

How to 10x your Income & Impact



Your Private Playbook
With Microdegree Mentor
Roger Hamilton

This Playbook is part of the 10x your Impact Microdegree on
www.geniusu.com

The Origin of the Impact Meter

Hi and welcome to the playbook that accompanies the 10x your Impact Microdegree.

This playbook gives you an overview of the Impact Meter, which takes you through the six levels of business from 1 customer to 1 million customers, and how to move from one level to the next. Before we get into the levels, first a brief history as to how the Impact Meter came about.

For over a decade, entrepreneurs have been using Wealth Dynamics to follow their flow. I first created Wealth Dynamics in 2002 to support the entrepreneurs I was mentoring to follow their natural path. I was already intuitively showing the entrepreneurs that I was mentoring how they had a natural path, and Wealth Dynamics provided a template that all entrepreneurs could follow. I still remember sitting on the beach in Singapore with my kids, drawing out the first Wealth Dynamics in the sand with a stick, and then rushing home to work out the test questions, algorithm and test diagram that we still use today.

Even then, it was clear that we were all at different levels of consciousness on our entrepreneurial journey. But it took another seven years before I added the Wealth Lighthouse in 2009, defining the nine levels of consciousness we need to rise through from Infrared to Ultraviolet level within the Wealth Spectrum. Again, it was with my kids when I had the breakthrough.

This time, on the ski slopes of Chamonix, where the different coloured ski runs separated the beginners from the experts were the inspiration for the levels. It took another four years before I explained the full structure of the Wealth Lighthouse in my book, the Millionaire Master Plan, which went on to become a New York Times Bestseller.

Over the seven years from 2009 to 2018 I have been mentoring entrepreneurs using both Wealth Dynamics and the Wealth Lighthouse, and identifying what they need to do within their business to move from one level to the next. But it has taken another seven years before I've formalized the structure of these business levels into the Impact Meter.

As with Wealth Dynamics and the Wealth Lighthouse, the Impact Meter came in a download while with my kids. This time in August 2018. They had all become adults and we were together at Burning Man, in the middle of the Nevada Desert. Burning Man is a festival where 70,000 people appear and then disappear within ten days, like a wave of humanity.

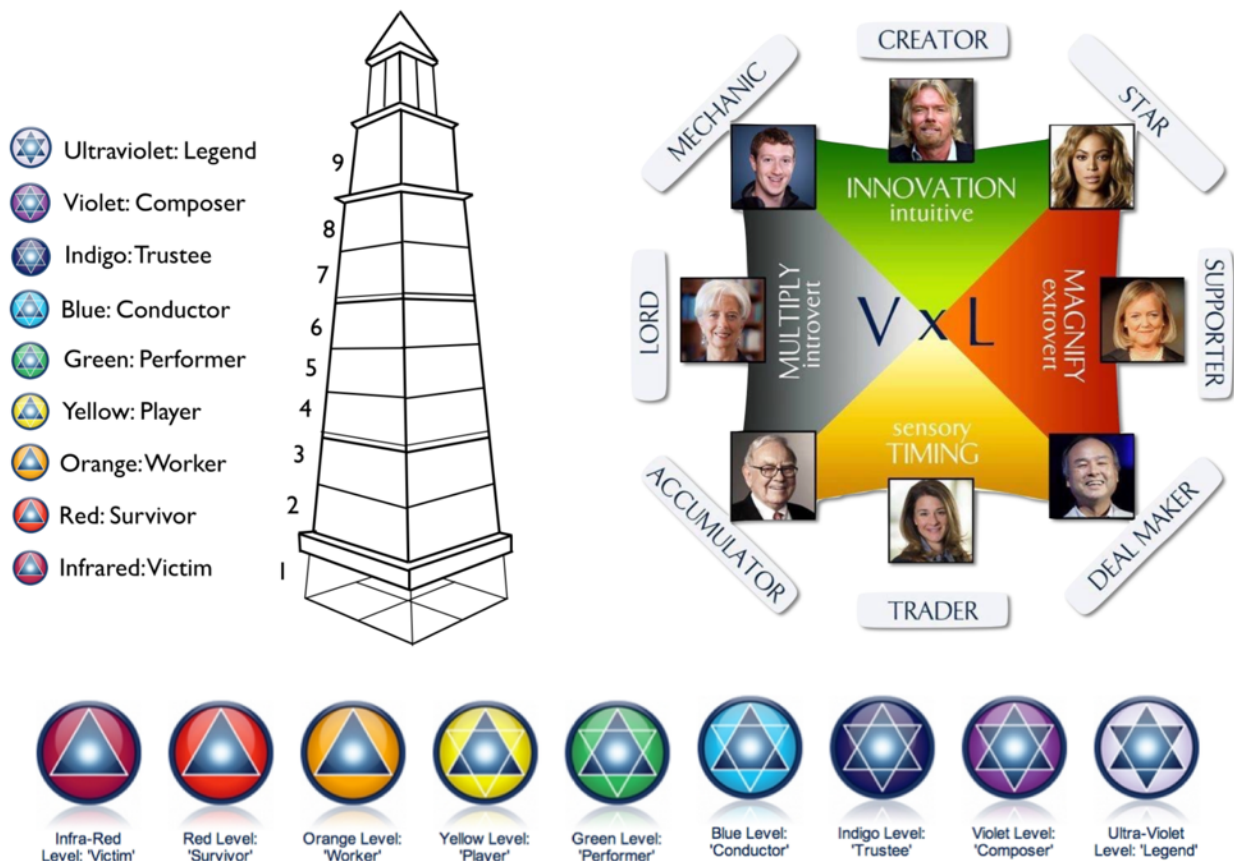
It was while being a part of this transient wave that the Impact Meter appeared, as a series of waves that each business goes through (if it is successful in growing from one level to the next). From a ripple to a wave to a current until it becomes its own rising tide. If you understand the dynamics of each wave, you can achieve 10x the impact and ride that wave up to the next level of the Wealth Lighthouse.

Enjoy the journey!

Roger

Wealth Dynamics & the Wealth Lighthouse

First, if you have not yet taken either the Wealth Dynamics test (to discover your natural path to flow as an entrepreneur) or the Millionaire Master Plan test (to see which of the nine levels of the Wealth Spectrum you are currently at), take them both first. This will give you a far better context of how the Impact Meter fits in to your entrepreneurial journey.



Each level of the Impact Meter gives a 10x impact compared to the level below. In the same way that if you want to 10x your speed of travel from 10 kph to 100 kph to 1,000 kph, you would need to change vehicle from a bicycle to a car to a plane, each level of business in the Impact Meter is a different vehicle.

Each level also requires a different level of expertise to harness that impact. A bicycle doesn't need a license to ride. A car needs practice before you can get a license to drive. A plane needs even more practice before you can get a license to fly. Knowing your Wealth Level gives you a good idea of what level of business you're currently qualified to drive or fly. Stepping up to the next level is as much to do with developing yourself as it is with developing your business.

You can take the Wealth Dynamics Test (and Microdegree) [here](#)

You can take the Wealth Spectrum Test (and Microdegree) [here](#)

The Levels of the Impact Meter

Here are the first six levels of the Impact Meter. Each level is defined by the number of customers your business has. Products don't pay you money. Customers pay you money. So a business doesn't begin until it has its first customer. Until then, it's a Level 0 business. Once it has one customer, you're now a Level 1 business, then when you reach ten customers, you're a Level 2 business, and so on. With this logarithmic scale, it only takes six steps to become a Level 7 business with one million customers.



LEVEL 7
1m customers

Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?



LEVEL 6
100k customers

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?



LEVEL 5
10k customers

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?



LEVEL 4
1k customers

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?



LEVEL 3
100 customers

Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?



LEVEL 2
10 customers

Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

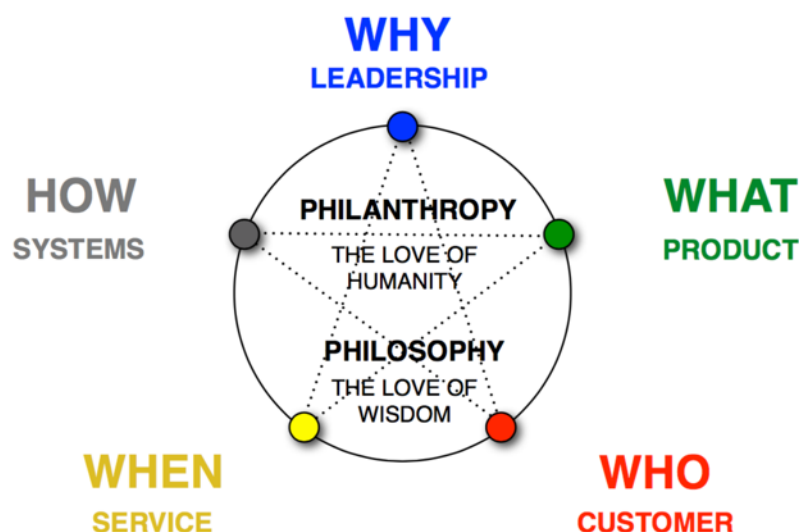


LEVEL 1
1 customer

Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Which level are you at today? Moving from any one level to the next is not easy, as the winning formula of each level becomes the losing formula of the level above. That's the reason most successful entrepreneurs seek out mentors or partners who are already at the next level up, so that they can see what they need to be doing differently in the following five areas of focus: Leadership, product, customer, service and systems:








The Impact Highway

Why do most new entrepreneurs have so much difficulty moving up the levels of business in the Impact Meter? If you think of each level like a gear in a car, it's easy to stall or over-rev the engine if you're not used to using gears. That's what most new entrepreneurs do when it comes to trying to accelerate their business.

They either try and start in too high a gear - trying to attract a hundred customers when they still don't have one - and stall. Or they get stuck in too low a gear - trying to 10x the size of their business using a model that can't scale - and burn out.

The key to get the balance right is in the Impact Highway.

	Followers		Community		Prospects		Customers		Average \$	
	Count	Engagement %	Count	Registration %	Count	Conversion %	Count	Average \$	Total \$	
 LEVEL 5 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m	
 LEVEL 4 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m	
 LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m	
 LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K	
 LEVEL 1 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K	

The Impact Highway shows how to grow trust through four lanes of a highway. In today's fast-moving world, it takes time to grow trust. You need to earn your potential customer's attention before they will be willing to pay you time. You need to earn their time before they will be willing to make a decision, and you need to earn that decision before they will be willing to pay you money.

At each level of enterprise, if you grow and track the numbers in each of these four lanes, you will naturally lift the enterprise to the next level.

If you don't, it will only be a matter of time before you need to start chasing for new prospects or customers instead of new buyers chasing you.

While every industry is different and has different metrics, the numbers of the Impact Highway give a general rule of thumb based on our experience of mentoring tens of thousands of entrepreneurs across multiple markets and in multiple countries.

Your Followers, Community, Prospects and Customers

Have a look at your current business. Which level is it at? How do the number of followers, community members, prospects and customers compare to the numbers on the Impact Highway? Once you know where your gaps are, and your conversion rates from one lane to the next, you can focus on where you need to focus to grow your business.

Here's more detail on each of the lanes:

Followers

Your followers are the people who are willing to pay you attention but not yet time. They are the ones on social media or in other people's communities who find that what you have to say or share is worth their attention. What are you doing today to attract new followers by earning their attention where they already are?

Community

Your community members are the people who have progressed from being a follower, paying you attention but not time, to now being willing to pay you time. This means they're joining your email list, downloading your app, becoming a free member, where they are now willing to pay you time but not yet money. What are you doing today to attract new community members by earning the time of your followers?

Prospects

Your prospects are the community members you have who have found enough value in the time they have invested in your to be willing to invest in a decision. They have accepted an invitation from you to either have a call or meeting, or have clicked on a product page to consider buying a product, because they are interested in making a decision whether to buy from you or not. What are you doing to invite community members to become a prospect?

Customers

Your customers are the prospects who have decided to buy from you, because what you have offered them is worth their money. They have already stepped through the levels of trust where they have already decided what you offer is worth their attention, worth their time, and now worth their decision to buy. What are you doing to track and nurture your prospects to create new customers?

When you are treating your company as a four lane highway, your enterprise will naturally grow from 1 customer, to 10 customers, 100 customers and 1,000 customers. If you don't follow these steps, at some point your enterprise will either stall or burn out.

Level 1 Enterprise: 1 customer



Personal service to solve one person's problem.

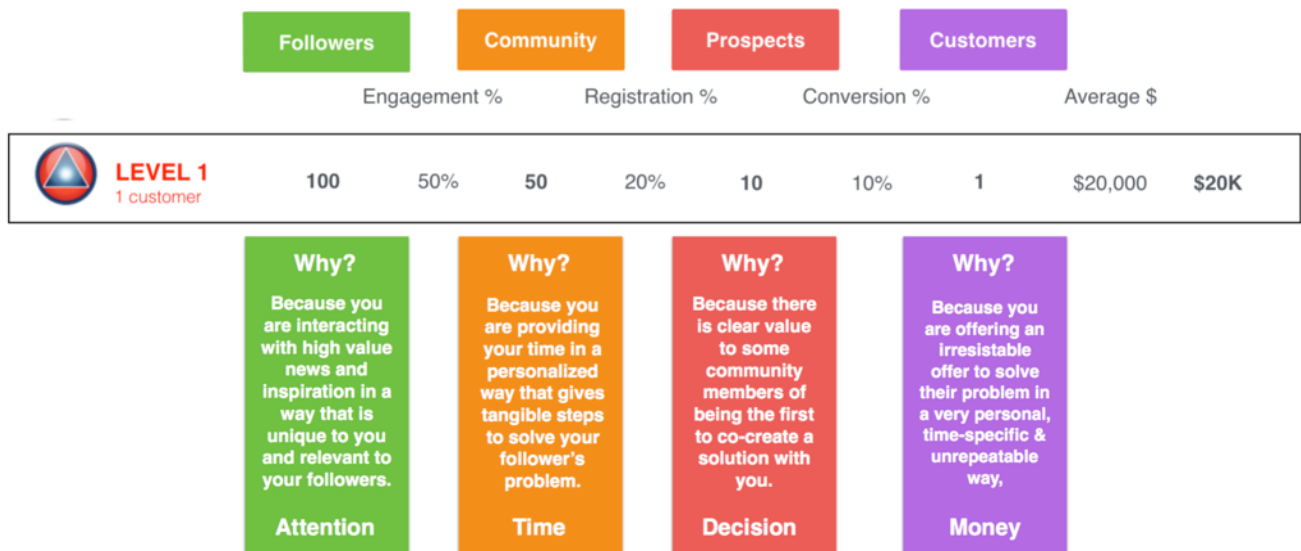
Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

Leadership	Product	Customer	Service	Systems
DO	DO	DO	DO	DO
Team up with others in flow, where you are directly in contact with your customer.	Focus at solving your customers problem in a way that puts money in their pocket.	Begin with someone who trusts you and who you see as your ideal customer	Build a relationship through the service you provide with the goal to create a customer for life	Leverage on the systems of others, with the time and effort you put in kept to a minimum
DON'T	DON'T	DON'T	DON'T	DON'T
Try and do it all on your own, spending time 'building the next big thing' with no contact with your customer.	Focus at trying to sell your product or do anything that isn't 100% focused at solving your customer's problem.	Begin by building websites, brochures and fancy material with the expectation that if you "build it they will come".	Rush on to a second customer once you have your first, expecting to be able to find customers faster than they leave.	Distract yourself with time and money being put into systems before you know what is of real value that you can and should replicate.

Most new startups fail either because they try and start as if they are suddenly going to have hundreds of customers and end up with none - stalling by trying to start in too high a gear, or they attract customers but then try to grow with a model that isn't scalable, burning out by over-revving in too low a gear.

Be passionately curious at solving your customer's problem better than anyone else is. Only the customer can tell you if you're doing that. Don't create an app until you have someone ready to buy it. Don't write a book until someone is ready to pay you to read it.

Follow the do's and don't above, and the numbers below, to start simply with one customer, where you're more interested in solving their problem than selling your product. The biggest mistake that entrepreneurs make once they have money flowing is to try and



Level 2 Enterprise: 10 customers



Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

Leadership	Product	Customer	Service	Systems
DO	DO	DO	DO	DO
Build a contract team around delivering to your followers and community while you focus on your prospects and customers	Focus at finding out what is and isn't replicable in the solutions your customers find most value in.	Grow your customer base from people who trust you to people who trust them.	Deliver a service that results in repeat purchases and referrals from your user group.	Implement basic systems to track and serve your followers, community, prospects and customers.
DON'T	DON'T	DON'T	DON'T	DON'T
Hire too many too early, try and manage everything yourself, or delegate the customer co-creation to early.	Get caught up in delivering results without turning your replicable value into a product, or productizing too early.	Trying to scale to strangers who don't know or trust you too early, or staying with too few customers.	Abdicate service before you know what it takes to grow life time value through repeat purchases and referrals.	Get carried away with too many systems you don't need yet, or spend too much time in any one of the four lanes of your impact highway.

ramp up fast before they have spent enough time with their customers to learn what they are willing to buy on an ongoing basis.

Level 2 is all about maximising your value and market fit with a small user group. This gets you to your first ten customers where you remain intimately curious in how you can solve their problem so well they want to tell others.

This is where you learn what needs to be customized for each customer individually and what can be productized and multiplied. Only once you know this are you ready to begin to magnify and multiply the value you have found. Below are the numbers to follow so that you begin to build a larger community and an ongoing stream of new prospects:

	Followers	Community	Prospects	Customers					
	Engagement %	Registration %	Conversion %	Average \$					
 LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
Why?	Why?	Why?	Why?	Why?					
Because you are sharing both value and stories of the results you are getting in solving your follower's problems.	Because you are providing both time and proven free solutions to your follower's problems in a way that is easy to try.	Because there is clear value to some community members in the personal experience you are offering them.	Because you are offering an irresistible offer to solve their problem in a unique, personal and inclusive way.						
Attention	Time	Decision	Money						

Level 3 Enterprise: 100 customers



Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?

Leadership	Product	Customer	Service	Systems
DO	DO	DO	DO	DO
Build a full-time team to ignite your strengths and to provide a consistent high value experience to all four lanes of your impact highway.	Focus at combining your value with market leaders, to extend trust and flow across all four lanes.	Link your customer pathway from new followers through to new customers in a predictable and replicable way.	Create a consistent service model that leads to predictable and replicable repeat business and referrals.	Expand your systems to ensure you have strong customer and financial tracking, and that your team are all trained to work the system.
DON'T	DON'T	DON'T	DON'T	DON'T
Rely too heavily on contract partners for value delivery, or recruit too quickly at the expense of profit or quality.	Assume you can extend trust from people who know you to people who don't by simply repeating your Level 2 formula.	Get caught up at the Level 2 plateau where you keep having to rely on word-of-mouth for new business.	Lose sight of service as your greatest source of revenue as you grow the front end of your business.	Forget to upgrade your systems and keep it all in your head, with the danger that you end up becoming the bottleneck.

Many small businesses manage to reach up to 100 customers through following the previous steps and through word-of-mouth. They then get stuck as they have no automatic way for people who don't know them to grow trust through the Impact Highway and become new customers.

The breakthrough to become a Level 3 business is to now leverage the value you are delivering to customers through a predictable, replicable and viable model. All the market leaders in every industry have worked out what their replicable model is, and they know the metrics they need to track to keep growing their flow.

It may be that you can achieve your multiplier online, face-to-face, through partnerships and via a number of other methods. Follow these numbers to keep you on track:

	Followers	Community	Prospects	Customers					
	Engagement %	Registration %	Conversion %	Average \$					
 LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
Why?	Why?	Why?	Why?	Why?					
Because you are showing a leadership position for your niche in growing a following of active members.	Because you are providing a range of valuable market leading free resources and services to support your community.	Because there is clear evidence that your solutions work, and are delivering a high level of results for those who act.	Because you are delivering proven value for money in a unique, relevant and timely way, for those who use your products.						
Attention	Time	Decision	Money						

Level 4 Enterprise: 1,000 customers



Scalable team and time to develop a sustainable business

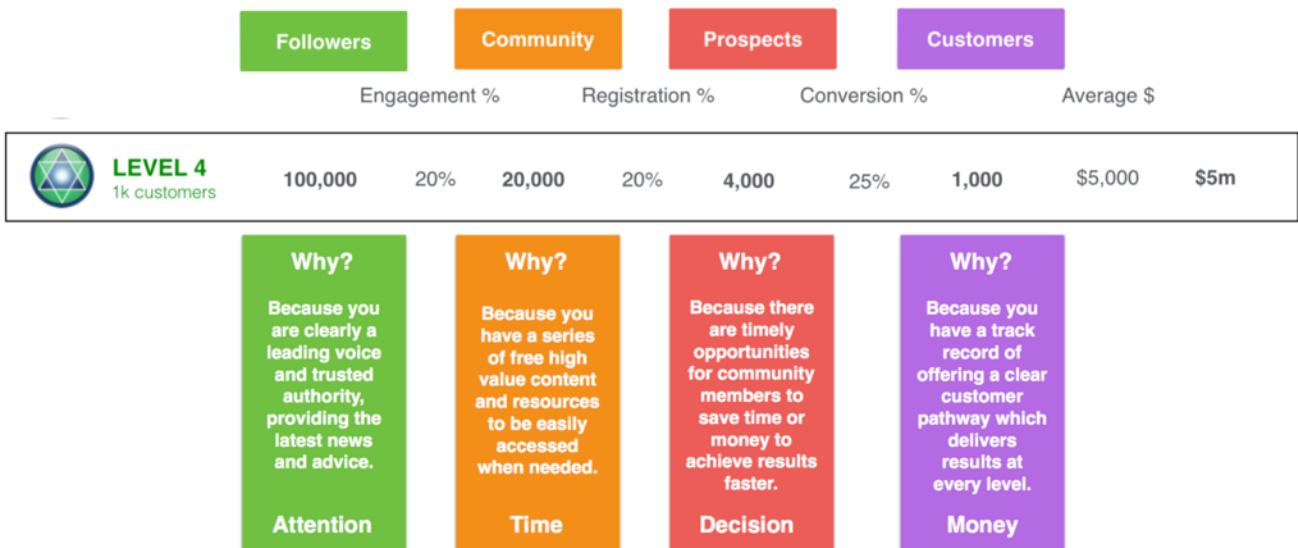
Am I growing my team and time to enable the business to run well without me?

Leadership	Product	Customer	Service	Systems
DO	DO	DO	DO	DO
Build a Board to support you strategically, and attract operational leadership to manage each area of flow.	Focus at partnerships to enable your products to be offered by others in your market, including your customers.	Extend your customers beyond your own pathway to partner pathways, and vice versa.	Extend your service to be customer-focused whether your customers buy from you or your partners.	Upgrade your systems to ensure you can manage your business remotely with daily data steering your company.
DON'T	DON'T	DON'T	DON'T	DON'T
Continue to try and manage the company on your own, or to become detached from the customer flow.	Over-leverage your product range without enough variety or novelty, or lose sight of the path your best customers are taking.	Rely on your existing customer base to expand on your own in competition with the rest of the market.	Try and hold on to your customers in a way that cannot scale, leading to a churn regardless of the value of your products.	Have any part of your company still relying on manual processes when they can be automated or outsourced.

Only once you have an ongoing customer pathway to the value you are delivering are you ready to build a business with over 1,000 paying customers a year. Companies that hit a ceiling before becoming a Level 4 enterprise do so almost always because the founders become the bottleneck.

That is because the founders are still thinking at a “Yellow” level of consciousness, where they are trying to control all parts of the business instead of building a high performing team. This is where the focus shifts from your customer pathway to your talent pathway.

In the same way that up to Level 3 you are focused at a predictable and replicable system of attracting customers, at Level 4 you are now focused at a predictable and replicable system to attract new partners and team members:



Level 5 Enterprise: 10,000 customers



Market leadership, attracting resources and partnerships

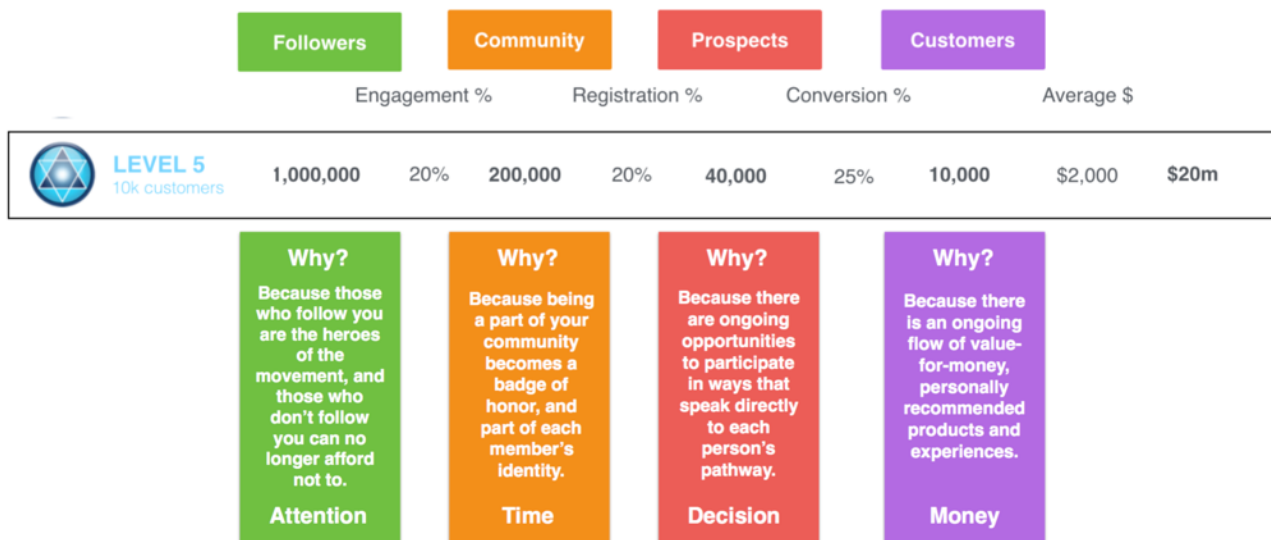
Have I built a reputation that attracts the financing, partners and support to leverage with?

Leadership DO	Product DO	Customer DO	Service DO	Systems DO
Shift your focus to attracting resources in money and talent as your team grows the business.	Ensure a full product range to serve your market now and in the future, with at least a three year product plan in place.	Grow those you are customizing for from your customers to your partners, investors, team and community.	Grow your service to become a guardian for your community, with advocates and leaders rising from within.	Invest in world class systems to provide fully seamless and scalable growth, with your culture being at the heart.
DON'T	DON'T	DON'T	DON'T	DON'T
Get caught up in the business without being able to get perspective from the outside, or strangling the business through lack of resources.	Becoming too near-sighted in delivering what works today without anticipating what your customers will be needing three years from now.	Expect to keep a leadership position by simply scaling your earlier success with the customers and team you have.	Try and keep a division between your value delivery and your customer's value consumption, with the inevitable loss of trust.	Become overly process driven, overly controlling or overly chaotic. Or have any systems that don't put the customer first.

By the time you have built a predictable, replicable and viable pathway for both your customers and your talent, you will find you reach a limit as you try and manage up to 1,000 customers each month.

This limit comes from your internal resources, and continuing to focus internally is no longer the answer. This is when the founders' consciousness needs to move from the Green Level "Performer" to the Blue Level "Conductor", where you are now focusing your time on bringing in the resources needed to grow to the next level.

This is when the founder's focus is in raising capital and building a third predictable, replicable pathway. This time it's an investor pathway, which allows the company to have ongoing access to capital and connections and a higher level.



Three Daily Steps

The Impact Meter gives you the steps to 10x your Impact through your journey as an entrepreneur. The paradox of the entrepreneur is summed up by this quote:

*"No problem can be solved from the same level
of consciousness that created it."*

~ Albert Einstein

While intellectuals need to know in order to do, entrepreneurs need to do in order to know. All your learning will come from your actions, where you will constantly be coming up against the limits of your own consciousness when trying to grow your enterprise.

This is the reason why choosing to be an entrepreneur leads to a life of learning. You are on a journey of self-discovery, where you need to lift your life to lift your impact.

Now that you know that you need to unlearn the winning formula at each level to learn the new winning formula at the level above, it should be obvious that this journey is not one to take alone. The learning begins when you surround yourself with others who are already at the next level. Get into the right circles, connect with the best mentors, and show up at the events that will get you thinking differently.

In addition to completing all 14 steps of the "10x your Impact" Microdegree, Here are the three steps to take each day: "Show Up, Step Up, Give Back"

Show Up - Connect - Every day, connect with the right circles, events and mentors

Circles - The communities that you are connecting with

Events - The virtual and local events you are attending

Mentors - The trainers and experts who are supporting you

Step Up - Learn - Every day, take simple learning steps to improve your knowledge

Microdegrees - The online courses to grow your knowledge

Certifications - Courses for mentors to be qualified and recognized in

Give Back - Act - Every day, put your connections and learning into action

Giving Impacts - The projects that you are contributing to

Store - The programs and products to support your journey