

# 5-80-5 MULTIPLIER CANVAS

## 5X YOUR COMPANY'S VALUE IN 3 SIMPLE STEPS

1: List Your Top 7 Income Streams:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2: Static or MRR?

Static MRR

Static MRR

Static MRR

Static MRR

Static MRR

Static MRR

Static MRR

3. How Could You Transform It? (Circle One Per Line)

Buyer's Club SaaS Membership/Box Cert Assoc.

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Buyer's Club SaaS Membership/Box Cert Assoc.

## CUT EXPENSES BY 80%

1: List Your Top 7 Expenses:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2: Would It Sell?

Yes No

Yes No

Yes No

Yes No

Yes No

Yes No

Yes No

3: Can It Be MRR?

Yes No

Yes No

Yes No

Yes No

Yes No

Yes No

Yes No

4: Who Would Pay For It?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**5X YOUR LEADS (Identify and match your superpowers to third parties who already have your customers ("Targets") who can most benefit from them, then rank them all from easiest to most difficult. Finally, identify the "Bridge" (influencer, brand ambassador, contact, etc.) who can connect you to each target.**

1: Your Top 7 Superpowers

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

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

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

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

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

6) \_\_\_\_\_

7) \_\_\_\_\_

2. Targets? Who Has Your Clients

A) \_\_\_\_\_

B) \_\_\_\_\_

C) \_\_\_\_\_

D) \_\_\_\_\_

E) \_\_\_\_\_

F) \_\_\_\_\_

G) \_\_\_\_\_

3. Match

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_

→ \_\_\_\_\_

4. Rank

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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5. Bridge To Target

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\_\_\_\_\_

# 5-80-5 MULTIPLIER CANVAS (EXAMPLE)

## 5X YOUR COMPANY'S VALUE IN 3 SIMPLE STEPS

1: List Your Top 7 Income Streams:

- Events
- Courses
- Members Site 1Pay
- Mastermind
- Physical Products
- Coaching/Consulting
- Software 1Pay

2: Static or MRR?

- Static MRR
- Static MRR
- Static MRR
- Static MRR
- Static MRR
- Static MRR
- Static MRR

3. How Could You Transform It? (Circle One Per Line)

- |   |                                       |   |                                       |   |   |
|---|---------------------------------------|---|---------------------------------------|---|---|
| Buyer's Club                                  | SaaS                                  | <input checked="" type="radio"/> Membership | <input checked="" type="radio"/> Box  | <input checked="" type="radio"/> Cert   | <input checked="" type="radio"/> Assoc. |
| Buyer's Club                                  | <input checked="" type="radio"/> SaaS | <input checked="" type="radio"/> Membership | <input checked="" type="radio"/> Box  | <input checked="" type="radio"/> Cert   | <input checked="" type="radio"/> Assoc. |
| <input checked="" type="radio"/> Buyer's Club | <input checked="" type="radio"/> SaaS | <input checked="" type="radio"/> Membership | <input checked="" type="radio"/> Box  | Cert                                    | Assoc.                                  |
| Buyer's Club                                  | SaaS                                  | <input checked="" type="radio"/> Membership | <input checked="" type="radio"/> Box  | Cert                                    | Assoc.                                  |
| <input checked="" type="radio"/> Buyer's Club | SaaS                                  | Membership                                  | <input checked="" type="radio"/> Box  | Cert                                    | Assoc.                                  |
| Buyer's Club                                  | <input checked="" type="radio"/> SaaS | <input checked="" type="radio"/> Membership | <input checked="" type="radio"/> Box  | <input checked="" type="radio"/> Cert   | <input checked="" type="radio"/> Assoc. |
| Buyer's Club                                  | <input checked="" type="radio"/> SaaS | Membership/Box                              | <input checked="" type="radio"/> Cert | <input checked="" type="radio"/> Assoc. |   |

## CUT EXPENSES BY 80%

1: List Your Top 7 Expenses:

- Inventory
- Payroll
- Lead Gen/Media
- Events
- Facilities
- Content
- Fulfillment

2: Would It Sell?

- Yes No
- Yes No
- Yes No
- Yes No
- Yes No
- Yes No
- Yes No

3: Can It Be MRR?

- Yes No
- Yes No
- Yes No
- Yes No
- Yes No
- Yes No
- Yes No

4: Who Would Pay For It?

- Other Buyers: WSD
- Outsource Cust. Ser.
- Almost Everyone
- Those Without Team
- Anyone Without Them
- Anyone Without Team
- Those With No PPS

5X YOUR LEADS: (Identify and match your superpowers to third parties who already have your customers ("Targets") who can most benefit from them, then rank them all from easiest to most difficult. Finally, identify the "Bridge" (influencer, brand ambassador, contact, etc.) who can connect you to each target.

1: Your Top 7 Superpowers

- 1) Lead gen
- 2) Content
- 3) Masterminds
- 4) Events
- 5) Speaking
- 6) Coaching
- 7) Fulfillment

2. Targets? Who Has Your Clients

- A) Salesforce
- B) Hubspot
- C) Infusionsoft
- D) Inc. Magazine
- E) Entrepreneur
- F) Microsoft
- G) Clickbank

3. Match

- A → 1
- B → 1
- C → 1
- D → 2
- E → 4
- F → 3
- G → 7

4. Rank

- 6
- 5
- 1
- 7
- 3
- 2
- 4

5. Bridge To Target

- Sponsor Event
- Content Cont.
- Affiliate
- Interview
- Brand Amb.
- Buy Podcast
- Sold On Network