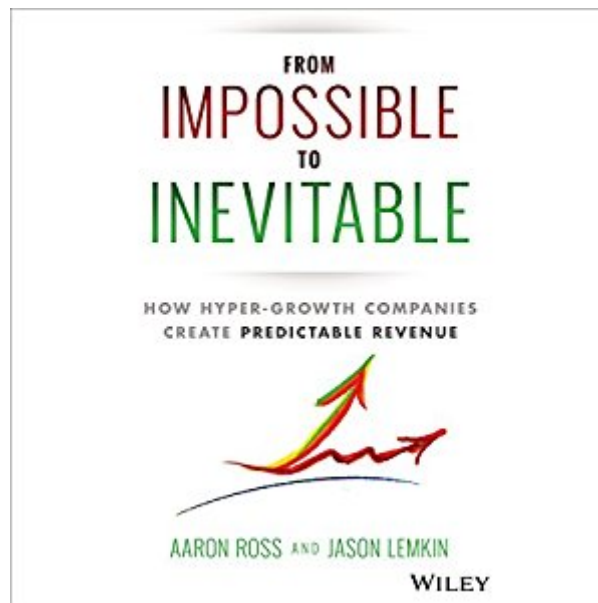




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From Impossible To Inevitable: How Hyper-Growth Companies Create Predictable Revenue



Synopsis

Impossible Goals, Inevitable Successes Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing 10 times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hyper-growth playbook of companies like the record-breaking Zenefits (which skyrocketed from \$1 million to \$100 million in two years); Salesforce.com (the fastest growing multibillion-dollar software company); and EchoSign, aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. For instance, one of the authors shows how he grew his income from \$67,000 to \$720,000 in four years while maintaining a 20 to 30 hour work week and welcoming a new child - nine times. This book shows you how to surpass plateaus and get off of the up-and-down revenue roller coaster by answering three questions about growing revenue by 10 times: Why aren't you growing faster? What does it take to get to hyper-growth? How do you sustain growth? This powerful, effective book provides a template for you to kick off your biggest growth spurt yet. This template includes the seven ingredients of hyper-growth: You're not ready to grow until you nail a niche. Overnight success is a fairy tale. You're not going to be magically discovered. You need sustainable systems that create predictable pipeline. Growth exposes your weaknesses, and it will cause more problems than it solves - until you make sales scalable. It's hard to build a big business out of small deals. Figure out how to double your deal size. It'll take years longer than you want, but don't quit too soon. Make sure you can do the time. Your people are renting, not owning their jobs. Develop a culture of initiative, not adequacy, by embracing employee ownership. Employees, you are too accepting of reality and too eager to quit. You can define your destiny to make a difference, for yourself and your company, no matter what you do or where you work. The authors take each ingredient and break it down into specific steps to guide you through implementation. From Impossible to Inevitable helps you take impossible goals and turn them into inevitable successes for your business and team. You will achieve success even bigger than you can imagine from where you're sitting today.

Book Information

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Customer Reviews

I've been following Aaron and Jason on Twitter & Quora for over a year and when I saw the promo video, I had to preorder. FITI was a just a fun, authentic read you only get from people who've done it, not just studied it ;) There's lots of stuff I liked but probably my favourite parts were the seeds, nets & spears analogy; the motivation-agitation matrix; and the letters written from the perspective of employee, executives and board (that was novel, and it's amazing what difference it makes when people simply understand where others are coming from). Best of all was the roadmap format. This month we finish prototyping & validating our MVP within our network, and I know the next step is generating leads outside our network while we close those opportunities from inside it. So the book did what I hoped, which is telling me what things I need to action now, in what order, to stay a few steps ahead. Highly recommended! - Chris McKenzie, Director, Gekko Analytics

Amazing Book!! Fortunately I got to read it just before launching a new product and got my team to review many of the subjects shown on the book. Afterwards we realized how much we'd have done wrong if we didn't decide some issues about growth before going to market. Great and simple cases about nailing a niche clarified us about where to start in a small pond, and grow bigger in it, before aiming to a bigger one and be just another small fish in a big pond.

Best book I've ever read. What I like most about this book is that it is so much different than any other business book I've read and the reason for that is the advice is from two people who have "been there done that". There's no advice in this book that Aaron or Jason haven't gone through

themselves and seen success with. It goes through what it really takes to successfully build a fast growing SaaS company. Aaron doesn't provide advice that he hasn't implemented, this book isn't about a single topic on a certain part of growing a company, but the entire process. The sales accomplishments that Aaron achieved at Salesforce is outlined in detail based off his EXPERIENCES. Jason grew his company (and is still growing) and also shares his advice on what made things successful. But most of all I love how they outline not only the things you HAVE to do, but the MISTAKES they've made and how to avoid them. These two have put their collective knowledge of growing a business from zero to millions based on their real world experiences. This book lets you learn from their mistakes so you don't have to and their wins so you can get there faster. To really put it plainly, this book can help save your company millions of dollars. Seriously. Hire a bad VP Sales? Well, that goes your Q1 and potentially worse. Price your product too low? Well, you're missing out on millions potentially. Having a bad year? Yes that really happens but you're not the only one this happens to. This book covers the hard topics that you can really only learn from people who have "been there and done that". Aaron and Jason are true examples of those that have struggled, won, and put their collective experiences together in one book that basically is the new bible for SaaS companies to grow in my opinion.

The Nail Your Niche chapter changed the way we do business. We run an outsourcing business + build software based on Predictable Revenue and our team uses this exercise for every new client. It's had a massive impact with both new and existing clients and campaigns. If you're thinking of implementing an outbound sales strategy, you need to start here first.

Whether it's because of my current business challenges or just because it's a great book, I found the content in From Impossible to be extremely valuable. I highlighted parts of 110 pages (292 page book) and crashed Evernote twice while capturing all of my notes. While there are seven "parts" to the book, I feel like each one could stand alone as its own book -- there is that much information packed into each. Biggest takeaways:- How to know if you've nailed a niche- Are you a nice-to-have?- Corporate marketing vs demand generation- The 15/85 rule: early adopters and mainstream buyers- How make sales scalable (this alone could be Predictable Revenue 2.0)

As a reader of both Predictable Revenue book and SaaSr, I can attest that this book provides even more great applicable things. I am a founder of a SaaS company and can tell that the book already helped us with our pricing model. Even more, by telling us what exactly (based on real

experience) lies ahead, I believe that we are better prepared for opportunities and difficulties of the SaaS world. The book is so practical and as an example of that, check out these names for VP of Sales at different revenues: The evangelist, Mr. Make it repeatable, Ms. Go big and Mr. Dashboards :) Great advice and it is all packed in a book for me to consume easily. Thank you Aaron and Jason

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Create!: How Extraordinary People Live To Create and Create To Live
Scale: The Universal Laws of Growth, Innovation, Sustainability, and the Pace of Life, in Organisms, Cities, Economies, and Companies
Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success
The Startup Way: How Modern Companies Use Entrepreneurial Management to Transform Culture and Drive Long-Term Growth
Staying Focused In A Hyper World: Book 1;
Natural Solutions For ADHD, Memory And Brain Performance
The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future
Hyper Force Neo
The Inevitable City: The Resurgence of New Orleans and the Future of Urban America
The Inevitable City: Hurricane Katrina, New Orleans, and 10 Principles of Crisis Leadership
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