

FREE GUIDE

THE BILLIONAIRE CODE

Find out which stage your business is at, what challenges you may have, and what to do next in order to propel your growth

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A smiling woman with blonde hair, wearing a white blazer, stands outdoors in front of a large tree. The background is slightly blurred, showing green foliage and a bright sky. The text is overlaid on this image.

WHAT IS THE BILLIONAIRE CODE?

The Billionaire Code is a framework that will show you how to get to where you are today, to grow and scale your business, while having a massive impact on the world. One of the biggest challenges for entrepreneurs today is that they put their focus and energy in the wrong place or time.

The Billionaire Code will help you bring all that energy and focus to the place that will create the biggest impact for you and your business.

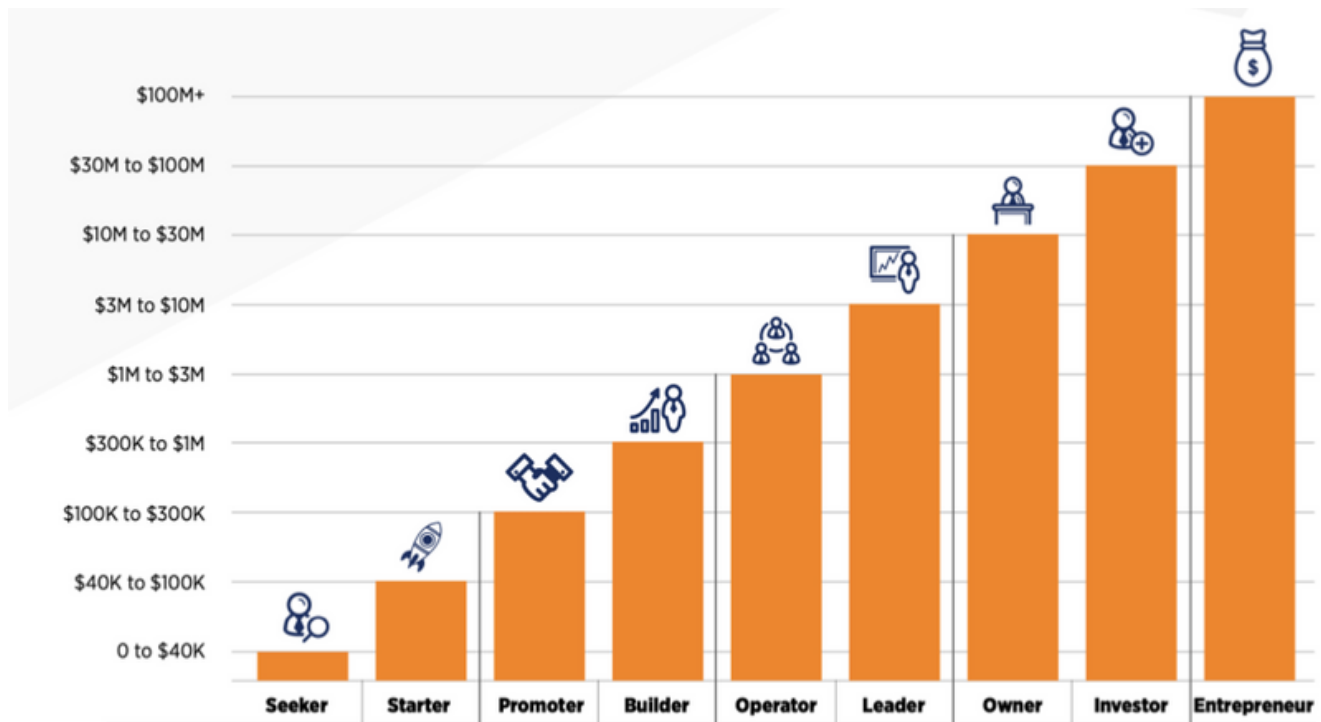
The biggest challenge for modern-day entrepreneurs is that the infrastructure we have around us is often not enough to sustain the contribution we want to make. We end up with a contribution gap, and this can be frustrating.

The Billionaire Code allows you to create this infrastructure, so that your contribution to the world can be limitless.

The Billionaire Code was created by Alex Schaffer, is presented in USD, and uses US data. If you're not in the US, you can still use these benchmarks as a guide.

THE 9 LEVELS OF THE BILLIONAIRE CODE

There are 9 levels that every entrepreneur must go through to go from a startup to growing and scaling. These 9 levels will help you understand where your business ranks and what you need to do now to get to the next level.



Most of the companies I work with are between Builder and Owner stages, but if you're not in those stages, please reach out.

Each level builds on top of the other, so take your time to dig deeper into each one:

1. SEEKER (ANNUAL SALES REVENUE: \$0- \$40 K)

The seeker is the person that is looking to spot opportunities in the environment. It is a person who is looking to create something different for their life and business but is not completely clear on the how (yet).

Highly creative, full of ideas, but doesn't know what to focus on. You see this archetype mainly in startups and 1-person businesses.

And this person usually has a job working for someone else, while trying to figure out how to start their own business on the side.

In the United States alone there are around 16 million small businesses at this level.

- **Fallback question: “How do I stop pressure & noise?”**
- **Biggest need: Support yourself and your health.**
- **What to do to move to the next level: Know who you serve (know your avatar & your market)**

2. STARTER (ANNUAL SALES REVENUE: \$40 - \$100K)

A high-energy person looking to create a six-figure business while trying to figure out how to be an entrepreneur.

They started to make their initial business work, but they do not know how to scale or grow.

The starter is more organised with his time but is still a solopreneur. They work on their business part-time.

There are approximately 6 million Starters in the United States.

- **Fallback question: “What is wrong with me?”**
- **Biggest need: Have market and avatar clarity.**
- **What to do to move to the next level: Sell consistently.**

3. PROMOTER (ANNUAL SALES REVENUE: \$100 - \$300K)

This is the point at which the entrepreneur has started to consistently monetise their offer (product or service). The promoter is seeking their tribe.

Now that they are working full time on their business, they may start obsessing about how to improve their product or service and even think about hiring a couple of team members to help.

There are approximately 1.7 million Promoters in the United States.

- **Fallback question: “How do I get ahead?”**
- **Biggest need: Learn how to leverage lead generation**
- **What to do to move to the next level: Leverage lead generation**

4. BUILDER (ANNUAL SALES REVENUE: \$300K - \$1M)

The builder is fully committed to their company, doing everything in their power to make their company grow. This person usually works overtime as they are focused on making more money.

In this stage, many builders fall into the trap of filling out their calendars, maxing out their time, and getting stuck.

There are 1.9 million businesses at this level in the United States.

- **Fallback question: “How do I get even further ahead?”**
- **Biggest need: Converting & leveraging sales so you don’t have to be so involved.**
- **What to do to move to the next level: Build systems & processes around what you do well, and document them so other people in the team can replicate them.**

5. OPERATOR (ANNUAL SALES REVENUE: \$1M - \$3M)

This person has made a huge leap not only in their annual revenue but also in the way they approach their business. The level of personal growth required to get to this level is what will impulse all further development.

The bar has been elevated, they now think more strategically, and now they are focused on leveraging their time by dedicating their time to the activities that can increase profit, and delegate those that can be automated through systems.

This is one of the most significant transitions in The Billionaire Code, and one of the most significant shifts we ever have to make as entrepreneurs.

Everything here is about delegation.

There are 700K businesses at this level in the United States

- **Fallback question: “How do I shift from ME to WE?” “How does my team get me ahead?”**
- **Biggest need: Learn how to delegate efficiently.**
- **What to do to move to the next level: Build a team and train them how to do what you do really well.**

6. LEADER (ANNUAL SALES REVENUE: \$3M - \$10M)

Now that he has a team in place, fully trained and aligned with the right processes & systems, this person is ready to run towards 8 figures.

The key mindset change in this stage has been how to learn to trust themselves and the people who work with them on creating their vision and bringing the results.

This person has invested a lot of time and energy in changing their mindset and behaviour, as well as a lot of time in learning and implementing everything they needed to create growth for them and their business (this is why the number of entrepreneurs who have piloted a company to this stage drops so much).

The level of behavioural change at each new level of The Billionaire Code is exponentially greater.

There are just 300,000 Leader businesses in the United States.

- **Fallback question: “How does my team get me ahead?”
How do I delegate success?”**
- **Biggest need: Scale a team to consistently deliver the outcome, product or service that you’ve created.**
- **What to do to move to the next level: Delegate leadership by recruiting and developing your leadership team.**

7. OWNER (ANNUAL SALES REVENUE: \$10M - \$30M)

The entrepreneur here has gone through a dramatic shift from the last level.

At each stage of the Billionaire Code, the level of complexity goes up exponentially. The level of behavioural change goes up exponentially. The level of commitment it takes from the entrepreneur goes up exponentially.

Their ability to inspire, grow, lead, and help their team improve is everything to them and their organisation, because it's no longer about them (and it hasn't been for a while). It's about how their team shows up.

They now have an executive and leadership team to support them. Here they give up autonomy of time, trust their team can manage, and allow their team to guide them.

There are only about 100,000 Owner businesses in the United States.

- **Fallback question: “How does my team get further ahead?”**
- **Biggest need: Scale communications systems, decision-making, and planning**
- **processes over a larger population of people.**
- **What to do to move to the next level: Create multiple levels of leadership.**

8. INVESTOR (ANNUAL SALES REVENUE: \$30 M - \$100M)

This is where things change dramatically in every way for an entrepreneur. They have now given more ownership to their team (so they can replicate the success of the company) and are focusing all their time and energy on scaling and expanding.

Their main focus is to maximise the return on their time. Everything they had to do at the Owner level, their executive team now has to do at the Investor level.

As they are leading a huge company (or running multiple businesses), they are further and further away from the people who are doing most of the work in their organisations. They have executive, departmental, and leadership teams supporting their company.

There are only approximately 70,000 of these businesses in the United States.

- **Fallback question: How do we help others get ahead?**
- **Biggest need: Scalable investing, management & tracking systems.**
- **What to do to move to the next level: Implement & grow a leadership**
- **development system.**

9. ENTREPRENEUR (ANNUAL SALES REVENUE: \$100 M +)

The entrepreneur is focused on maximizing their legacy and contribution. They have come to a point in their life and career where they have hit all of the benchmarks, and now want to create something meaningful for the world.

The company they lead is now a multi-layered organisation, a full conglomerate team. They know they can make a difference and create change around them, and that inspiration leads them, and their focus is now on scaling the effect of the movement.

They want to know how they can help as many people as possible. The maximised effect of contribution.

There are only around 22,000 of these types of businesses in the United States.

- **Fallback question: “How do we help everyone?”**
- **Biggest need: Scale your influence and contribution**
- **What to do to move to the next level: Grow your legacy**

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WHICH STAGE ARE YOU?

I hope this was helpful to you in getting some clarity on where you are and what you need to do next.

If you'd like to discuss what you discovered, please contact me - I'll be happy to help.

