📘 $100M Lost Chapters Cliffnotes

A Simple Guide for Local Service Businesses

Here's a concise, 10-page-ready guide that distills Alex Hormozi's *$100M Lost Chapters* into simple, actionable takeaways tailored for local service businesses. It's written to be clear, easy to implement, and packed with the highest-value frameworks from the text.

1. Start With the Right Customers (Your First Avatar)

- Survey your customers: demographics, business stats, goals, and what triggered their purchase.
- Find your best spenders: focus on the 20% who stay the longest, pay the most, and are easiest to serve.
- Spot the common traits: identify 3–5 qualifiers your best customers share.
- Re-engineer your sales process: replicate what caused your best customers to buy.

👉 ***Lesson:* Your profit depends more on who you sell to than what you sell. Selling to better customers increases value without extra effort.**

2. The Power of Offers (Section A: Attract)

Premium Promotions

- High-ticket, fewer clients, simpler math.
- Attracts quality customers → less churn, higher retention.
- Requires a strong, irresistible offer + great copy.
- Best when you've proven results.

Free Promotions

- Free is undefeated. People act when risk is zero.
- Great for: testing, testimonials, building demand, referrals.
- "Work for free → get case studies → raise prices later."

Discount Promotions

- Short-term demand booster.
- Best used sparingly (scarcity/urgency).
- Risk: attracts bargain-hunters, not long-term buyers.

👉 ***Framework:***
Get flow → monetize flow → add friction. Start easy (free/discount), then upsell

premium.

3. The Math of Customer-Financed Acquisition (Section B)

Your growth depends on 3 levers:

1. CAC (Cost to Acquire a Customer): How much you spend to get a customer.
2. LTGP (Lifetime Gross Profit): How much profit one customer brings over their lifetime.
3. PPD (Payback Period): How fast you earn back what you spent to acquire them.

👉 ***Rule of thumb for local services:***

- Aim for a short payback window (30–90 days).
- Focus on upsells/continuity so LTGP justifies CAC.
- Don't fear high CAC *if* your LTGP supports it.

4. Advanced Offer Stacking (Section C)

Stacking = combining multiple offers to boost value.

Examples:

- Attraction offers: free seminars, freemium trials, pick-your-price promos.
- Upsell offers: free product/service with alternate revenue stream (e.g., free inspection → upsell repairs).
- Continuity offers: memberships, lifetime discounts, upgrade packages.

👉 ***Lesson:*** **Layer offers like Lego blocks. Start with attraction → convert with upsell → lock in continuity.**

5. Hire for Results (Section D: Employees)

- Don't just hire people—hire outcomes.
- Set clear performance expectations tied to revenue/leads.
- Decide if a role is a Maker (creates the thing) or a Manager (drives the thing).
- Pay for measurable results, not activity.

👉 ***Lesson:*** **In service businesses, employees should be profit centers, not just expense lines.**

6. Core Takeaways for Local Service Businesses

✅ Focus on your best customers. Stop serving everyone; double down on high-value buyers.
✅ Use offers strategically. Free to start momentum, discounts for urgency, premium for profits.
✅ Know your numbers. CAC, LTGP, and PPD tell you if your marketing is working.
✅ Stack your offers. Attraction + Upsell + Continuity = predictable revenue.
✅ Hire smarter. Define outcomes, not tasks.

7. Quick Frameworks to Apply Immediately

- Avatar Formula: Survey → Sort top 20% → Spot common traits → Re-engineer sales.
- Offer Ladder: Free → Discount → Premium → Continuity.
- CFA Math: LTGP ÷ CAC → must be ≥3:1. Payback period ideally ≤90 days.
- Value Grid: List all customer problems → create layered offers that solve each step.
- Maker vs Manager Test: Does this role create output (Maker) or coordinate others (Manager)? Pay accordingly.

8. Final Word

Scaling a local service business isn't about doing everything. It's about:

1. Choosing the right customers.
2. Building irresistible offers.
3. Knowing the math of acquisition.
4. Stacking offers to maximize lifetime value.
5. Hiring people who actually drive results.

Do this, and you'll stop being the "best-kept secret" in town and start becoming the go-to authority locals trust.

👉 This guide is designed so you can print it, keep it on your desk, and use it like a playbook for your service business growth.

Breakdown courtesy of @MegerMedia and original source material from Alex/Leila Hormozi & Acquisition.com