

Key Takeaways from Hormozi's Lost Chapters

1. Reframe Your Ideal Customer (Tiered Avatars)

- Tier A → Dream clients (high value, fast decision makers, referral senders)
 - Tier B → Good spenders (upgradeable with value + results)
 - Tier C → Time-wasters (disqualify early, politely)
- ☞ *Shape your content, CTAs, and offers to attract A & B, filter out C.*

2. Build an Offer Ladder (Not One-Off Sales)

- Free / Low-risk entry → Audit, inspection, consultation
 - Core Offer → Main service packaged with urgency
 - Upsells → Add-ons & premium upgrades
 - Continuity → Memberships, contracts, recurring services
- ☞ *Every piece of content/ad should move customers up the ladder.*

3. Know Your Numbers or Stay Stuck

- CAC = Cost to Acquire Customer
 - LTGP = Lifetime Gross Profit
 - PPD = Payback Period
- ☞ *Rule: If $LTGP \div CAC \geq 3:1$, you're ready to scale.*
Business = math problem, not guessing game.

4. The Wrapper Is the Message

Same service + better framing = higher perceived value.

- Premium wrapper (VIP, concierge, priority)
- Free wrapper (lifetime guarantees, free trials)
- Discount wrapper (founder's pricing, limited offers)

5. Recurring Revenue = Stability

Predictability > more products.

Examples: maintenance plans, VIP memberships, auto-renew packages.

☞ *Wake up with 40–50% of revenue pre-booked.*

6. Ads + Content = Amplifier

- Content: Hook → Value → CTA
 - Ads: \$5–\$50/day to put the right message in front of the right locals
 - Follow-up: DMs that build trust + book conversations
- ☞ *Visibility + trust = pipeline of ideal clients.*

7. Hormozi's 5-Phase Scaling Roadmap

1. Get Flow – Free/discounted offers
2. Monetize Flow – Bundle, upsell, urgency

3. Add Continuity – Recurring revenue
4. Expand Margins – Raise prices, refine avatars
5. Scale People & Ads – Build team + reinvest

8. Bottom Line: Growth doesn't come from chasing hacks.

It comes from:

- Clarity (who you serve)
- Systems (offer ladders + wrappers)
- Numbers (CAC, LTGP, PPD)
- Consistency (recurring revenue + targeted ads + nurture content)