Leverage Ladder Worksheet

LoftyBiz 033 · Scaling & Growth · Grow output without growing your hours

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Leverage is more output from the same input. It comes from four places: people, tools, content and partners. This worksheet has two parts. First, climb the leverage ladder on the work you do every day. Second, build leverage into how you get and serve customers, so you can sell something once and deliver it many times. Keep the checklists and the profit-per-hour numbers in Systex, our own product at loftybiz.net.

Part 1 · Climb the leverage ladder

• Step 1 — Track your hours for one week. Write down every activity and how long it took. Then put a price on each activity: what would you pay someone else to do it? Put that week of hours into Systex so you can see which work is worth your time.

• Step 2 — Pick the one activity that eats the most hours and repeats every week. That is where leverage pays most.

• Step 3 — Make it teachable before you hand it over. Write the steps down (a standard pattern, a one-page checklist with photos) so someone else can learn them. Keep the steps in Systex so they do not live only in your head.

• Step 4 — Add people. Train them on the written steps. Check closely at first, then less often. Give each repeating job its own short checklist.

• Step 5 — Add a tool once the process is steady. A machine only helps a process that already works.

Worked example · Fatima, Casablanca (illustrative, USD)

Fatima runs a tailoring workshop in Casablanca. She charged about $45 a garment, worked 60 hours a week and finished about 40 garments a week. Measuring and cutting took 30 hours — work she could teach someone for about $2 an hour. She built a pattern library for her 12 most common styles, trained two cutters at $350 a month each ($700 total), and bought a second-hand electric cutting machine for $1,800 that cuts 10 layers at once, so a day’s cutting now takes about an hour.

Item	Before	After 3 months	How it is calculated
Garments a week	40	75	Output rose by 35 garments.
Price per garment	$45	$45	Same price.
Extra weekly revenue	—	$1,575	35 × $45 = $1,575
Extra monthly revenue (about)	—	$6,300	$1,575 × 4 weeks = $6,300
Two cutters, cost a month	—	$700	$350 × 2 = $700
Cutting machine	—	$1,800	Second-hand; 10 layers at once.
Hours a week on cutting	30	4	A day’s cutting now takes about an hour.
Hours a week in total	60	45	Fewer hours, more output.

Mistakes to avoid: hiring before the work is teachable; buying a tool before the process is steady; believing only you can do it. That belief is the ceiling. Fatima tracked output per person every week in Systex so the new numbers stayed visible.

Part 2 · Sell once, deliver many times

Find the problem most of your customers share. Package it so you can deliver it to many people at once. Use content as leverage (it works while you sleep). Let partners sell for you. Then turn what you know into a product that needs no hours per sale. Compare each channel by profit per hour in Systex, and move your time toward the best.

Worked example · Beatriz, São Paulo (illustrative, USD)

Beatriz is a physiotherapist in São Paulo. She charged $40 for a one-to-one session and was fully booked at 40 sessions a week — $1,600 a week, with no way to earn more without working more. Most of her clients came for back pain from sitting all day. She created a group class for 10 people at $12 each ($120 an hour, versus $40). She recorded three short videos a week, about 20 minutes each, each ending with “book a free back check.” She agreed with three local companies and two gyms to offer her classes, and paid a 10% referral fee. She recorded a six-week online back program once and sold it for $39.

Channel	Before	After 6 months	How it is calculated
One-to-one sessions a week	40	25	Cut sessions; still $40 each.
One-to-one revenue a week	$1,600	$1,000	40 × $40 = $1,600; 25 × $40 = $1,000
Group classes a week	—	8	10 people × $12 = $120 an hour.
Group revenue a week	—	$960	8 × $120 = $960
Online programs a month	—	about 40	Sold at $39 each.
Online revenue a month	—	$1,560	40 × $39 = $1,560
Online revenue a week (about)	—	$390	$1,560 ÷ 4 ≈ $390, nearly $400
Total a week	$1,600	$2,350	$1,000 + $960 + $390 = $2,350
Total a month (about)	$6,400	$9,400	$1,600 × 4 = $6,400; $2,350 × 4 = $9,400

She compared one-to-one ($40 an hour), group classes ($120 an hour) and the online program (money with no extra hours once the videos were made) in Systex, and moved her time toward the best. Mistakes to avoid: trying every kind of leverage at once (pick one rung); growing so fast that quality drops (leverage multiplies bad work too); chasing followers instead of buyers (a video that brings no customers is a hobby).

This week

Do these six things, then put the list into Systex so it happens.

#	Action	Done?
1	Track your hours for five working days.	
2	Circle the one activity that eats the most time and repeats every week.	
3	Write its steps on one page so someone else could follow them.	
4	Choose one rung to try: a person, a tool, or content.	
5	Record one short video answering your customers' most common question.	
6	Compare your ways of selling by profit per hour. Put this week's list into Systex.	

Blank numbers for your own business

Your numbers (USD)	This week	After leverage (date: _____)
Hours you work in a week		
Hours on the activity that repeats most		
Output per week (units, sessions or jobs)		
Revenue a week		
Profit per hour, by way of selling		

Systex is our own product. You can find it at loftybiz.net, or use the link in the video description. Download this worksheet from the same place. These are examples, not promises.