



# Million Dollar Plan: Leveraging Technology to Scale

*Matthew J. Ganzak*

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**Think bigger! Set your goals higher, and take massive action.**

It is easy to fall into the traps of procrastination and complacency in our lives and in our businesses. And for those of us who want to create breakout success, there is hope in leveraging technology to scale our businesses. Many entrepreneurs choose to sell their time to clients or work for someone else when they could be working on investing time to grow their businesses. It's a trap!

Fact is, our time is the most valuable commodity that we have. We are given only so much time, and we cannot buy more. As business owners we can fall into traps and watch our time wither away by spending too much time working *in* our businesses instead of working *on* our businesses. Or wasting time with prospecting or on customer service efforts. Luckily, there is another way! We can leverage technology to scale our efforts through building systems.

This book will explain in detail:

- Automation systems for marketing and sales
- Creating better reporting and tracking systems
- Using systems to educate potential customers
- Leveraging online systems for prospecting
- Creating customer service and training modules
- The best strategies to grow your influence

*Million Dollar Plan* will frame a new solution for your business, and you will begin building systems to scale, leveraging technology. Our exponential growth exists inside the restraints we put on ourselves, and with a few tweaks you can be on the path to achieving your dreams.

As business owners we did not start our businesses to become slaves to our companies. No, we started our businesses to free ourselves from the horrible bosses, dead-end jobs, and mundane work that left our lives unfulfilled.

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