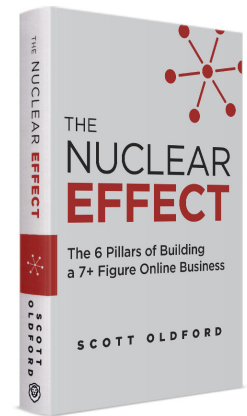


The Nuclear Effect

The 6 Pillars of Building a 7+ Figure Online Business

by **Scott Oldford**



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THE SUMMARY IN BRIEF

Scott Oldford knows what it's like to need a business to do well. By 21 he was over \$1,000,000 in debt, and didn't have the luxury of being able to slowly wind towards a successful path. That's when he discovered the six pillars he outlines in *The Nuclear Effect*, and entrepreneurs everywhere can now reap the benefits.

The Nuclear Effect is what comes from following these six pillars, and is the most powerful amplifier of success, freedom, abundance, and impact in the world of entrepreneurship. It has reliably grown many businesses that have learned and implemented its principles, and learning about these principles will bring increased success and happiness to any entrepreneur who embraces them.

By learning and embracing the six pillars of building an online business—marketing & lead generation, sales, product, operations, finances, and mindset—entrepreneurs will be able to go beyond their wildest revenue dreams and create a business that's not only profitable but sustainable through whatever comes next.

IN THIS SUMMARY, YOU WILL LEARN:

- How the Nuclear Effect can help take your business to \$10,000 in revenue a month and far beyond.
- The basics of the six pillars of business success.
- How to implement the six pillars within any entrepreneurial pursuit.
- How to develop a mindset that will supercharge your business.

Introduction

Activating the Nuclear Effect, a name for the powerful approach to online business supported by the six pillars found here, will equip you with the ability to thrive in all phases of your business. But it is going to take focus, grit, and a commitment to playing the long game. This book summary will help you unlock exactly what the Nuclear Effect is, how to activate it to power your business' growth, and how to sustain that success over time.

The result will be a meaningful contribution to the happiness and success you experience on your entrepreneurial journey. It can be trying, difficult, and oftentimes lonely to pursue this path, but we keep pursuing it. It's in our blood. We are here to do something significant. It just happens that having a profitable business is our best path to making good on the potential we have within us.

This book will help solve the problems of entrepreneurs so that more entrepreneurs can solve the problems of the world. The more entrepreneurs are able to live in abundance, the more entrepreneurs who are successful, and the more who can live to find their truest why and go after it, the better our world will be.

It's time for the potential inside you to go nuclear so that you can do something truly great, important, and valuable for yourself, others, and the world as a whole.

Starting in a Weird Place

This book takes readers through a process for upgrading every major pillar of their business, but if you're currently under \$10,000 per month in revenue, the absolute priority is upgrading your marketing and sales pillars. If this is you right now, the thing you need more than anything is momentum.

Here's how the author generated the initial cash to pull himself out of significant debt and reached the ability to invest in the right team, tools, and mentorship that helped him reach his current heights.

First, he reached out to every even remotely viable contact he had in email, LinkedIn, and Facebook with the intention of setting up a meeting.

Once they were in conversation, he followed a simple 5-step process.

1. He asked them about where they were and where they wanted to go.
2. He helped them clarify and understand the gap between the two.
3. He showed them the possibility of a better future.
4. He showed them how he could make that possibility a reality.
5. He told them about his situation at the time and why he was motivated to help them.

People hired him for anywhere from one-month to twelve-month contracts, with the total contracts' value reaching around \$250,000 in sixty days. He then built a team of contractors and fulfilled on what he had promised.

The caveat? He worked eighteen hours each day for months to fulfill on his promises and put himself in the best position possible, which is not necessarily recommended for everyone.

The Six Pillars of a Multimillion-Dollar Business

If you are going to grow your business, it's important that you expand out from a stable base and foundation. There are way too many unknown risks and unforeseen potential pitfalls in the game of business to gamble on growth before you're ready for it. In fact, if you don't have the proper foundation, then growth is only going to make your existing problems even worse.

If you scale a business without the right foundation, you're going to scale a broken system, which will always fail at some point. If you scale a loss, you'll only lose more.

It's never too early in a business to get a clear picture of how you want your business to be this time next year (or next quarter or what it needs to look like in order to be able to sell it). And no matter how big your business is or how much previous success you've enjoyed, there is always another level to the game—whether it's a revenue goal or upgrading your relationship to the business so that it better serves you and your life. There is always value in spending time to get clear on precisely where you want to go.

Set your target, decide that you will make it your reality, and then make it real through your commitment to action over time.

The Six Pillars Explained

Ready for a summary of the six pillars of a successful on-line business? Here's a summary of each.

Pillar 1: Marketing and Lead Generation

Successful marketing that consistently generates qualified leads is the lifeblood of your business. It's a massive part of what the Nuclear Effect is, and without you'll always come up short (while adding a lot of stress).

Pillar 2: Sales

While it's great to be able to attract a growing stream of qualified leads to your business, you're ultimately wasting the fruits of your marketing efforts if you aren't powerfully and consistently enrolling them in your product, service, program, or event. There is nothing worse than squandering the opportunity to solve a painful problem for someone—and getting paid well to do it.

Pillar 3: Product

In order to really thrive, your business needs a product that delivers a ton of value in a systematic way for your clients. That means your business is creating powerful results for people without relying so much on you to deliver those results.

Pillar 4: Operations and Team

Solid operations are the thing that will allow you to truly scale your business. Even if you had an endless line of people beating a path to your door trying to hurl their credit cards at you to buy your product, your business would break from trying to take on more clients than its operational capacity could handle.

Pillar 5: Finances

Finance can be a pretty taboo subject for a lot of entrepreneurs. But businesses die for three main reasons— not making enough sales, trying to grow too fast, or poor financial planning and management. As an entrepreneur, you don't need a CFO level understanding of finance, but there are a small handful of key things to know that will help you consistently make intelligent financial decisions.

Pillar 6: Mindset

We entrepreneurs have a powerful ability to create. And the direction you have your thoughts, vision, and mindset pointed toward inevitably shows up in the actions you take and creates the results, the business, and the life you are currently

experiencing. Because of that, mindset is truly the most important of the six pillars in building a thriving business.

Pillar #1: Marketing and Lead Generation

The Relevancy, Omnipresence, and Intimacy Marketing & Sales Method is all about making yourself relevant in the market, making yourself constantly present everywhere your customers look, and creating a sense of personality and intimacy that's striking and memorable.

Once you start putting the pieces of this method to work in your business, you'll begin to see more leads and better opportunities being attracted to you. When you know you will always have good options available to you in business, you can start doing more strategic long-term thinking. You can invest with more confidence into the other areas of your business and have a defined plan for sustainable growth.

Pillar #2: Sales

Many businesses either over-automate their sales process or they over-intimacy, keeping them from being able to afford operating their business. Automation as you grow inside of your marketing—specifically with a CRM, follow-ups, and being able to know who is likely your customer—is important.

However, don't forget this. Most of the time, someone is going to pull the trigger when you follow up. And just because someone says no, it simply means “not today.” The number of people who said no on Friday but yes on Monday probably amounts to millions in sales.

At its core, sales are simple. Get someone to believe in the future version of themselves.

Pillar #3: Product

In the life of every entrepreneur, there comes a time where a major issue comes up if they want to scale: “How can I trust someone else to deliver my service or product? There's no way it will be as good, and people won't buy it because it's not me.”

The ability to remove yourself from delivery comes in two parts. The first is mindset, and the second is the hiring of someone else.

You have to develop a method or process that allows for another person to deliver the exact (if not better) experience you give each and every one of your customers. Once you have this done, it allows you to train your team to deliver a world-class experience which systematically

delivers the intended outcome that every customer has when they invest in your solution.

Pillar #4: Operations and Team

At times, it can feel like interviewing, hiring, training, and managing a team is a drain on your time and energy (not to mention taking on increased risk and liability).

But the truth is that if your business is going to be able to grow and thrive over the coming years, a solid team is absolutely necessary. So even if it sometimes feels like focusing on this pillar is slowing you down, remember this: if you want to go fast, go alone. If you want to go far, go together.

Just remember—building a great team is a process, and one worth committing yourself to, because if you want to have a business that gives you freedom (meaning you can go do what you want, when you want, for whatever reason you want), an effective team is critical.

Pillar #5: Finances

The truth is, your business is a game of numbers. As entrepreneurs, we love cool ideas, concepts, and solving problems. However, the ability for you to impact the world and to have a business that really makes a change in the world relies on you being able to actually profit so that you can do what you say you're going to do.

Most entrepreneurs don't have a love for money. But if you don't have an appreciation and respect for the numbers as an entrepreneur, you're always going to come up short. That vision you have, it will never happen. The ability to protect and provide for yourself and your family will always be limited, and someday, you won't be able to make the money the way you're making it now.

Pillar #6: Mindset

An entrepreneur's number-one downfall is themselves. And the ability to have success comes down to seeing how an entrepreneur sees the world or a set of challenges. A challenge and an opportunity are the same: they're just seen differently. Anxiety and excitement are the same emotion.

The truth is that your mindset will create your outcome. It will decide what you do, how you think, and you can typically see the success or failure of a business based directly upon their mindset.

Conclusion

Think about it this way: The mindset, values, and beliefs that you have today have brought you to where you are. But most entrepreneurs who succeed are those who are open to change, and see their beliefs as theory, not law.



Scott Oldford is a mentor, investor, and advisor for successful online businesses. He's also the creator of The Relevancy, Omnipresence and Intimacy Marketing & Sales Method, 6 Pillar Framework, and REwired, all systems that help entrepreneurs scale their businesses and generate sustainability. After successfully developing nine companies, Scott has mentored thousands and helped many businesses reach the multimillion-dollar mark.

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