



Quarterbacks Don't Kick

Are you a quarterback
wasting time kicking
the ball?

01 Quarterbacks Don't Kick

The next time you watch a game consider what you'd do if your starting quarterback tried to kick the ball. Has he gone crazy? Is there something wrong with your television? What's going on here?

WHY WOULD SOMEONE WITH SO MUCH TALENT WASTE THEIR TIME KICKING INSTEAD OF THROWING?

THE QUARTERBACK IS THE HIGHEST-PAID AND MOST VALUABLE PLAYER ON THE TEAM. HE'S THE ALPHA, THE LEADER OF THE PACK, THE ONE EVERYONE DEPENDS ON. MAYBE THE GUY'S JUST CRAZY...

Are you a quarterback wasting time kicking the ball?

We see a surprising number of business owners spending most of their time kicking instead of throwing and it's no less crazy than seeing it on game day. Don't take our word for it, see for yourself with this simple exercise.

"ARE YOU A QUARTERBACK WASTING TIME KICKING THE BALL?"

1. Start with a fresh sheet of paper and divide it into two columns right down the middle. Name the left-side throwing and the right-side kicking.
2. On the throwing side list everything you do related to what you're really good at and on the kicking side list everything else.
3. At the bottom of each column put a big number representing the percentage of time you spend in each one over a week.

Over and over again we see business owners spending between 40% to 60% of their time kicking instead of throwing and that's a real insight into what's holding back growth.

If you did this exercise and you estimated your split between the columns was 50/50, what would things would look like if we got that ratio to 100/0? At Right Hand, our primary goal is to get you away from kicking and acting like a quarterback 100% of the time.

Let's take a closer look and see what this all means in the real world using dollars and cents. If you own a service business that generates \$2m in revenue and your worksheet has a 50/50 split at the bottom what we see is a business with revenues of \$3m to \$4m the closer we can get to 100/0.

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That's real growth. That's what's possible if you change the way you think about business and the way you spend your time. The example above translates to literally millions of dollars in new money and yet changing is difficult.

Our goal is to help you make real changes that get you out of the kicking business and into the throwing business by attacking your 4 biggest enemies: communications, marketing, human resources, and operations.

Our solution is simple: we take kicking away permanently. What does your business look like if you never had to worry about these enemies again? The word awesome comes to mind.

We don't believe that you need a new playbook to grow your business, what you need is freedom from kicking. Most clients know exactly how to grow but they are held back by these enemies that rob them of time and money every single day.

Our solution to growing your service business is something we call Ghost Office. This platform either replaces or augments your office staff and assumes responsibility for everything related to communications, marketing, human resources, and operations. You get weekly reports to see how we're doing and a flat rate cost structure that's easy to budget for.

The Ghost Office is modular and plugs into any service business. Because it's tailored to what your company needs and not what a salesperson wants to sell you get exactly what you need and none of what you don't.

Some clients shut their offices down entirely and say goodbye to the expense of payroll, FICA, workman's comp, benefits, and sick days while others keep their staff that we oversee and train.

Since every business has a different set of circumstances we begin with a thorough assessment and craft a plan and schedule that works with your budget and other constraints.

This year we encourage you to take a hard look at why you're in business, what you're passionate about and consider making some serious changes because competition waits for no one and the growth your business deserves is only a click away.

Get started today and schedule a consultation.