



# HOW TO EAT A SALAMI

and Grow Your Business Too

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Your Business Too)

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# 1

## Introduction

### Is This It?

**Y**ou know that feeling when you look at your business and think, “*Is this it? Is this as far as I can go?*” Maybe you’ve got customers, cash flow, and a decent product, but something still feels off. Like you’re sitting in the middle seat on a budget airline—technically fine, but not exactly where you want to be.

Here’s the truth: your business doesn’t have to stay where it is. There’s no secret ceiling holding you back.

The only limit is the size of your dream.

## Dream Big. Then Dream Bigger.

Most people hold themselves back before they even get started. They aim for what feels realistic, safe, and achievable. But here's something I tell everyone I coach:

**Dream big. Then, when you're done, dream bigger.**

Why? Because the size of your success is directly linked to the size of your dream. A small dream keeps you small. But a big dream? It fires you up, motivates you, and gives you the courage to take bold steps.

If your dream doesn't scare you a little, it's probably too small.

## What This Guide Is About

This guide isn't about vague motivational fluff (though there might be a pep talk or two—it's unavoidable). It's about giving you a step-by-step system to:

1. Think bigger about your future.
2. Plan smarter to make it achievable.
3. Take small, consistent actions that add up to massive growth.

## What This Guide Isn't

Let me be clear: this isn't a shortcut to instant success. There's no magic button to make your business double in size overnight (if there was, I'd be selling it for \$9.99).



What this guide offers is a methodical way to rethink what's possible and start building the business you've always wanted—one bold dream and one small step at a time.

## Let's Get Started

So, grab a coffee (or whatever fuels your late-night brainstorm) and let's dive in. It's time to dream bigger, plan smarter, and grow faster than ever before.

## Step 1: Reimagine the Destination

### Think Bigger Than Big

**H**ere's a truth most people miss: your business will only grow as big as you let yourself dream. That's why the first step isn't about strategy or action—it's about vision.

Ask yourself:

- What's the boldest, most exciting version of success I can imagine?
- Now, what if I doubled it?

The reality is, many people set their sights far too low. They aim for what feels “realistic” instead of what sets their soul on fire. But realistic goals don't inspire bold action—they keep you stuck in the status quo. A truly powerful vision should feel thrilling, maybe even a little uncomfortable. If it doesn't make you think, “*Can I really pull this off?*” you're not dreaming big

enough.

## Why Dreaming Bigger Works

Small dreams are like guardrails—they keep you in your comfort zone. They might feel safe, but they also keep you stuck. On the other hand, big dreams do three incredible things:

- **They challenge your thinking:** To achieve something extraordinary, you'll need new ideas, strategies, and approaches.
- **They unlock energy and motivation:** Big dreams ignite a passion that keeps you pushing forward, even on tough days.
- **They set the bar higher:** A bigger vision demands bigger actions, leading to bigger results.

The size of your dream defines the boundaries of your success. If you expand your dream, you expand your possibilities.

## The Outsider Advantage: Dreaming Bigger Together

Here's the thing: as much as you try to think bigger, it's often hard to push your own limits. Your perspective is shaped by your experiences, biases, and comfort zone.

That's where an outsider—a coach, mentor, or trusted advisor—comes in. They don't share your blind spots, so they can ask the questions you didn't think to ask. Questions like:

- “What if you could 10x your results in half the time?”
- “What would it take to double your customer base in a year?”
- “Why stop there? What if this business could change an entire industry?”

A good coach or mentor does more than cheer you on—they challenge you. They prompt you to consider possibilities you might have dismissed. They hold up a mirror to your limitations and encourage you to smash through them. Sometimes, it takes an outside perspective to make you realize just how big your dream can be.

## Reimagine Your Ideal Destination

Now that you’ve committed to thinking bigger, it’s time to clarify what “big” really looks like for you. Start by asking these key questions:

### **Questions to Ask Yourself**

#### **1. What does success look like in 5 years?**

- What’s your revenue?
- How big is your team?
- What’s your role in the business?

#### **1. How does your business serve your life?**

- Are you working less? Traveling more? Spending time with family?

1. **What's the impact you want to make?**

- Who are you helping? What's your legacy?

1. **What would you do if failure wasn't an option?**

- Think boldly: what excites you most about the future of your business?

Write down your answers. Be honest. This isn't about getting it perfect—it's about being clear on what you truly want.

## Examples of Bold Dreamers

### **Sara Blakely, Spanx**

Sara Blakely had no experience in fashion or retail when she set out to revolutionize women's shapewear. Her dream? To create something comfortable, functional, and empowering. With \$5,000 in savings and an unshakable vision, she not only launched a product but created a category, becoming the world's youngest self-made female billionaire in the process.

Her dream wasn't just to sell shapewear; it was to transform how women felt about themselves. That's the kind of dream that pushes boundaries.

### **Elon Musk, SpaceX (before he was a household name)**

Long before SpaceX sent rockets into space, Elon Musk's dream was considered laughable: to make space travel affordable and eventually colonize Mars. Critics dismissed him as an eccentric dreamer, yet he doubled down, poured his resources into the vision, and proved skeptics wrong.

The lesson here isn't to aim for Mars (unless you want to)—it's that every game-changing dream starts with someone willing to think far beyond what others believe is possible.

## Breaking Through Mental Barriers

Sometimes, it's not the *how* that's holding you back; it's the *what*. Many of us place invisible limits on ourselves without even realizing it. These limits often come from:

- **Fear of failure:** “What if it doesn't work out?”
- **Comfort in the familiar:** “Things are fine the way they are.”
- **Unclear goals:** “I don't know what I want.”

If any of these sound familiar, know this: the only real limits are the ones you set for yourself. The moment you give yourself permission to dream bigger, you'll start to see new opportunities—and new ways to overcome challenges.

## The First Step Forward

Here's your challenge:

1. Take 10 minutes to imagine your dream business. Don't hold back—be as bold as you can.
2. Write it down in vivid detail:
  - What does it look like?
  - How does it feel?

- Who does it impact?

1. Push it further. Ask yourself, “How can I make this even bigger?”

Once you’ve written your dream, share it with someone you trust—someone who can help you refine it and hold you accountable. This isn’t just a goal—it’s your destination. The clearer and bigger it is, the more inspired and focused you’ll be to make it happen.

## Step 2: Reverse Engineer the Roadmap

### Start with the End in Mind

**Y**ou've got your dream—big, bold, and inspiring. Now it's time to turn that dream into a practical, actionable plan. This is where reverse engineering comes in.

Instead of asking, “*What do I do first?*”, ask, “*When my dream is reality in 5 years, what had to happen to get there?*” Then work backward, year by year, to identify key milestones, break them into actionable steps, and map out the prerequisites for success.

Think of it like building a house:

- The dream is your completed house.
- The milestones are the major construction phases: foundation, framing, roofing.
- The steps are the tasks within each phase.
- The prerequisites are the materials and tools you need to make it happen.



## Why Reverse Engineering Works

Reverse engineering simplifies the seemingly impossible. Here's why it's so powerful:

- **It clarifies your path:** By starting at the finish line, you can identify the most direct route to your goal.
- **It creates momentum:** Breaking down milestones into smaller steps gives you quick wins to build confidence.
- **It aligns actions with outcomes:** You can focus on what truly matters, eliminating busywork and distractions.

## How to Reverse Engineer Your Dream

### 1. Start with 5 Years Out

Begin by imagining your dream as a reality in 5 years. Write it down in detail:

- What does your business look like?
- What's your revenue, team size, or market presence?
- How do you spend your time as the business owner?

It's okay if the vision gets a little vague as you get closer to Year 5. What matters is clarity in the earlier stages of the roadmap—especially for the next year or two.

## 2. Break It Down by Year

For each year between now and Year 5, identify the key milestones that must be achieved to stay on track.

**Example:**

**Dream:** \$10 million in revenue in 5 years.

- **Year 5 Milestone:** Reach \$10M revenue, expand to international markets.
- **Year 4 Milestone:** Launch two new products.
- **Year 3 Milestone:** Build a scalable marketing and sales system.
- **Year 2 Milestone:** Hire a team of 10 and double revenue.
- **Year 1 Milestone:** Reach \$1M revenue with core product.

## 3. Identify What Needs to Happen

For each milestone, ask:

- What needs to happen to achieve this?
- What actions or projects will move the needle?

**Example:**

**Year 1 Milestone:** Reach \$1M revenue.

- **What needs to happen:**
- Build a sales funnel.
- Secure 50 recurring customers.
- Launch a targeted ad campaign.

## 4. Map the Prerequisites

For every action, identify the requirements or pre-requisites needed to make it possible. These are the stepping stones that will naturally fuel Step 3.

**Example:**

**Action:** Build a sales funnel.

• **Pre-requisites:**

- Research and select a CRM.
- Develop landing pages and email sequences.
- Test the funnel with a pilot group.

**Action:** Secure 50 recurring customers.

• **Pre-requisites:**

- Define the ideal customer profile.
- Train sales team to handle objections.
- Create irresistible pricing offers.

This process ensures you're not just thinking about *what* to do but also preparing for *how* to make it happen.

## The Role of Mentors, Coaches, and Advisors

Here's the truth: sometimes you don't know what you don't know. As you map out your roadmap, there may be gaps you can't see—blind spots that could slow you down or send you off track.

An experienced mentor, coach, or advisor can provide:

- **Uncover Blind Spots:** They'll spot challenges you didn't anticipate and opportunities you might have missed.
- **Add New Perspectives:** A fresh set of eyes can prompt "What if?" questions that expand your thinking.
- **Keep You on Track:** They'll hold you accountable, ensuring your plan stays aligned with your ultimate vision.

Think of them as your co-pilot. While you're focused on the controls, they're checking the map, spotting turbulence, and suggesting alternate routes to your destination.

## Success in Reverse: A Real-World Example

### **Reed Hastings, Netflix**

When Netflix started, its goal was simple: to revolutionize how people watched movies. Reed Hastings didn't wake up one day and say, "*Let's dominate global streaming.*" Instead, he reverse engineered the journey, starting with:

1. Creating a reliable DVD-by-mail service (Year 1).
2. Building a subscription-based business model (Year 3).
3. Transitioning to streaming as technology improved (Year 5+).

By breaking the vision into achievable milestones, Hastings turned a niche idea into a cultural phenomenon.

## Your Action Step

1. Write your dream from Step 1 at the top of a blank page.
  2. Break it into milestones for each year between now and Year 5.
    - Focus on clarity for the next 1–2 years, even if Year 5 remains a bit vague.
1. For each milestone, list:
    - What needs to happen to achieve it.
    - The pre-requisites required to make those actions possible.
1. Use a tool to visualize your roadmap—whether it's a timeline, flowchart, or project management app.

And when you're feeling stuck or unsure? Share your roadmap with someone you trust—a coach, mentor, or advisor. They can provide the insights and perspective you need to move forward with confidence.

## Step 3: Break Down the Roadmap into Tiny Steps

### Small Steps, Big Wins

**Y**ou've reverse engineered your roadmap and identified the milestones you need to hit. Now comes the most important part: breaking those milestones into tiny, actionable steps.

Here's the thing: even the boldest dream becomes manageable when you break it down enough. This is where the concept of timing and bite-sized progress comes into play. Instead of focusing on the enormity of your goals, focus on what needs to happen right now—today, this week, this month—to make steady progress.

And don't wait. Don't overthink. Take the first step now.

## The Salami Principle

Here's how I like to think of it: I love salamis. But if you hand me a foot-long, two-inch-thick salami and tell me to eat it, I'm going to look at you like you've lost your mind. It's just too much.

But slice that salami into thin, tiny pieces, serve it with crackers and a glass of wine, and I'll eat the whole thing—and probably ask for more.

Your roadmap is that salami. Right now, it might feel overwhelming, even impossible. But if you break it down into thin slices—tiny, manageable actions—you can tackle it one slice at a time until the whole thing is gone.

## Reverse Engineering the Now

Use the same principle of reverse engineering you applied to your roadmap, but zoom in closer to the present. Instead of starting with Year 5, start with the next 90 days.

### 1. Think 90 Days Out

- What's the next milestone in your roadmap?
- What needs to happen this quarter to get closer to it?

### Example:

**Milestone:** Build a scalable sales funnel.

- **This Quarter's Focus:** Complete the funnel and run a pilot campaign.

## 2. Break It Down by Month

- What specific actions need to happen each month to reach the 90-day goal?

### Example:

**Month 1:** Research CRM platforms and finalize the funnel structure.

**Month 2:** Create landing pages and write email sequences.

**Month 3:** Test the funnel with a pilot group.

## 3. Break It Down by Week

- What needs to happen weekly to make consistent progress?

### Example:

**Week 1:** Compare three CRMs and make a decision.

**Week 2:** Write the copy for the landing page.

**Week 3:** Set up the email sequence in the CRM.

## 4. Break It Down by Day

Here's where the magic happens. Start every day by asking:

- What's the one thing I need to do *today* to move closer to my weekly goal?

### Example:

**Today's Task:** Draft three headlines for the landing page.

## 5. Don't Procrastinate—Act Now

Procrastination is the enemy of progress. The moment you



break something down into slices, the next step becomes crystal clear. Don't overthink it. Don't postpone it. Take action now.

Ask yourself:

- What can I do in the next 30 minutes to move forward?
- What's the simplest, quickest task I can complete right now?

## Why Tiny Steps Work

### 1. They Build Momentum

Small wins create a ripple effect. Each step you take boosts your confidence and motivation to keep going.

### 2. They Prevent Overwhelm

When you focus on one slice at a time, even the biggest goals feel manageable.

### 3. They Turn Dreams Into Habits

Consistency is key. By committing to small, daily actions, you create routines that lead to long-term success.

## Tools to Stay on Track

Here's how to keep your slices organized and actionable:

- **Task Lists:** Write down your daily tasks and check them off as you go.
- **90-Day Planners:** Use tools like Notion or a simple notebook to map out your quarterly goals and track progress.
- **Time-Blocking:** Schedule specific times for focused work

on your priority tasks.

## Accountability and Support

Even with the best plan, it's easy to lose focus or get distracted. That's why accountability matters. A coach, mentor, or trusted advisor can help you:

- Stay on track with your daily and weekly actions.
- Push past procrastination by holding you accountable.
- Provide encouragement and course correction when needed.

They'll make sure you don't let even one slice of that salami sit uneaten.

## Real-World Example: How the Salami Principle Works

### **Barbara Corcoran, Real Estate Mogul**

Barbara Corcoran didn't build her real estate empire overnight. Instead, she focused on small, consistent actions that added up over time.

Her salami slices looked like this:

- Start by establishing relationships with one or two developers.
- Create a reputation in a single neighborhood.
- Expand her network one client at a time.

Each small, actionable step built momentum, eventually leading to a \$66 million sale.

## Your Action Step

1. Take your next milestone from Step 2.
2. Break it down into:
  - What needs to happen this quarter (90 days).
  - What you need to do each month.
  - Weekly tasks to stay on track.
  - Daily actions to move forward consistently.
1. Ask yourself: What can I do *now*? Pick one small, actionable task you can complete today—then do it.

## Remember This

Big dreams aren't achieved overnight. They're built one slice, one step, one action at a time. The key is to keep slicing the salami until it's easy, digestible, and even enjoyable.

Take action now, no matter how small. Each slice you tackle brings you closer to your dream—and if you ever feel stuck, find someone to hold you accountable and keep you moving forward.

## Conclusion and Next Steps

### Big Dreams, Tiny Steps, Limitless Possibilities

**C**ongratulations! You've made it through the guide, and if you've followed along, you now have:

1. A bold, inspiring vision of where you want your business to be.
2. A roadmap reverse-engineered from that dream, broken into clear milestones.
3. A strategy for tackling those milestones slice by slice, one tiny, actionable step at a time.

Here's what you need to remember:

- Big dreams don't come to life overnight. They're built one small step, one slice of salami at a time.
- Momentum matters more than perfection. The key is to start—today, not tomorrow.

- Outside perspectives, accountability, and support can make the journey faster, easier, and more rewarding.

## What's Next?

### **Step 1: Commit to Action**

Your dream doesn't start when you've figured it all out—it starts when you take the first step. Don't overthink it. Don't wait for “the perfect time.” Look at your roadmap, pick the next actionable step, and start now.

#### **Ask Yourself:**

- What can I do today that moves me closer to my dream?
- What's the first slice of the salami I can tackle?

### **Step 2: Stay Consistent**

Consistency beats intensity every time. Even if your steps feel small, what matters is showing up daily and making steady progress. Set aside time each day to work on your plan, no matter how busy you are.

### **Step 3: Get Support**

Even the most successful entrepreneurs didn't build their dreams alone. A coach, mentor, or trusted advisor can help you:

- Refine your vision.
- Keep your roadmap aligned with your goals.

- Challenge you to think bigger and act bolder.
- Hold you accountable for making progress.

Find someone who can guide you, cheer you on, and keep you moving forward.

## Remember Why You Started

When the journey feels tough, remember this:

- You dreamed big because you wanted something extraordinary.
- You created a roadmap because you believe it's possible.
- You're taking action because you refuse to settle for less than you're capable of achieving.

Every small step you take today brings you closer to the dream you've imagined.

## Final Call to Action

Dream big.

Dream bigger.

Then, take the smallest step forward—right now.

Your future self is waiting at the finish line, cheering you on.

Go make it happen.