

Most founders build a job and call it a business.

The 4 stages of ownership — and how to climb.

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There are four stages of owning a business.
Most people never leave the first one. Not because they can't — because nobody showed them the ladder.

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STAGE 01 • JOB

You ARE the business.
Stop working and the income stops. You don't own an asset — you own a very demanding job.

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STAGE 02 • BUSINESS

A team does the work.
But every decision still routes through you. Growth just means more of your time. The bottleneck has a name, and it's yours.

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STAGE 03 • ASSET

It runs without you.
Systems and people carry the work. You set direction, you don't do the doing. It runs for weeks without you in the room.

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STAGE 04 • EMPIRE

It funds the next one.
Your time buys equity, not hours. One good asset becomes the down-payment on the next.

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You don't climb by working harder.
You climb by installing what replaces you: clear numbers, real systems, the right people. That is the whole job of the owner.

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YOUR MOVE
Which stage are you on right now?
That's the first thing we map — then we build the climb.

DM “MAKEOVER”