

## 06 | 🎯 The S.O.M.E. Method™: Fix the Imbalance That's Holding You Back

Let's get real—every business owner plays favorites. Maybe you're a sales junkie who lives for the thrill of the close. Or maybe you geek out on spreadsheets and love a tidy set of books. But whatever your bias, it's likely **wrecking your balance**—and your business.

The truth? Most owners run lopsided companies, pouring time and energy into what they enjoy while neglecting everything else.

That's where the **S.O.M.E. Method™** comes in.

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### 🔧 Meet Your New Business Balancing Tool

S.O.M.E. stands for:

- **Sales**
- **Operations**
- **Money**
- **Employees & Education**

Each of these areas must be intentionally managed. Ignore one, and the whole thing tips over like a poorly built table.

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### ⚠️ The Trap: You Think You're Running It All

From the outside, it might look like you're touching every part of the business. But under the hood? You're probably leaning hard into one area and winging the rest. That's your default setting—and if you don't reset it, it'll burn you out or break the business.

Let's break down each quadrant and where most owners screw it up:

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### 💰 Sales: The Favorite Child

Most entrepreneurs are addicted to this one. It's where the fun lives—big energy, big deals, big dopamine. But here's the catch: **more sales won't save you if operations suck, your finances are shaky, or your team is undertrained.**

A sales-only strategy is a fast track to chaos.

**Key Focus:** Build a repeatable sales system. One that *others* can run.

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### **Operations: Where Promises Get Delivered**

Sales makes the promise. Operations keeps it. If your ops are sloppy, delayed, or unorganized, your reputation tanks—fast. And guess what? That’s a sales killer, too.

**Key Focus:** Write down your process. Test it. Improve it. Every. Single. Time.

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### **Money: The Silent Killer**

You can’t fake this one. Sales and ops can be sexy, but if your cash flow’s a mess, you’re one hiccup away from disaster. Know your numbers. Study your trends. Build up that financial muscle.

**Key Focus:** Stop delegating your finances to someone else. Own them.

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### **Employees & Education: Your Future-Proofing Department**

Business changes fast. Products age. Platforms evolve. If you’re not learning and teaching, you’re toast. Your team needs to grow, and so do you.

**Key Focus:** Be the teacher *and* the student. Train your people, and train yourself.

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### **Balance Beats Bravado**

A flashy sales chart or a killer quarter means nothing if the wheels are falling off behind the scenes.

**A well-balanced small business will beat a chaotic, overgrown mess every time.**

Use the S.O.M.E. Method™ like a filter. Every decision, every hire, every initiative should run through all four lenses. If it doesn’t help balance the system, don’t do it.

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### **Build Your Balance**

**Step 1: Sales**

- What part of your sales process is tribal knowledge?
- What can be documented and delegated?
- What tools or CRM systems could make sales easier to train?

### **Step 2: Operations**

- Where are customers getting frustrated?
- What systems could eliminate confusion or delays?
- What's falling through the cracks?

### **Step 3: Money**

- What key financial numbers do you look at monthly?
- Do you understand your cash flow, break-even point, and margins?
- Is there a simple dashboard you can check weekly?

### **Step 4: Employees & Education**

- What's your training process? (Do you have one?)
- What does your team need to learn to level up?
- What do *you* need to get smarter about this quarter?



### **Reflection Question**

**Which area of S.O.M.E. are you unconsciously favoring—and what's being neglected as a result?**

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### **Quiz: Are You a Balanced Business Owner?**

1. I spend equal time thinking about Sales, Operations, Money, and People.
  - A) Yes
  - B) Not even close
2. I have systems in place for all four areas.
  - A) Pretty much

- B) Mostly just the one I like
3. My business could run for a week without me jumping in.
- A) Absolutely
  - B) I'd have 47 voicemails and 3 disasters
4. I get outside perspective on what I don't naturally enjoy.
- A) Yep
  - B) I avoid it like laundry

👉 Mostly B's? Time to rebalance your ship.

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### **Business Coach Wrap-Up**

Unbalanced businesses burn out their owners.

It's time to stop playing favorites. Your business needs more than just your love—it needs your leadership across the board. Start using the S.O.M.E. Method™ every time you make a decision.

**Balance is the foundation. Growth is the reward.**

Questions about your biggest imbalance: Email [Bob@coachfirm.com](mailto:Bob@coachfirm.com)

Helpful Resource:

Download the worksheet associated with this lesson: The S.O.M.E. Method™ Priority Goal Worksheet