

SCALE  
OR  
FAIL

Allison Maslan



## The Fast Track to Success, Growth, and Profits

***Business mastermind and CEO of Pinnacle Global Network® Allison Maslan mentors business owners who want to grow rock-star companies while living meaningful lives***

Everyone wants their business to succeed, but as we look around at the businesses we encounter every day in our communities, it is plain to see that some simply don't make it very far from their launching pads. So what is the difference between a business that succeeds and one that doesn't? Why do some business owners struggle while others thrive? Serial entrepreneur and global business mentor Allison Maslan has identified the "secret sauce" of business success and she shares it with her clients through her **Pinnacle Global Network Business Mentoring and Mastermind**.

***#ReachYourPinnacle***

### **Scale or Fail**

There are many books for start-ups. This is not one of them.

["Scale or Fail: How to Build Your Dream Team, Explode Your Growth, and Let Your Business Soar"](#) is the first and only book on scaling a business written by a woman. It shows business owners how to grow, replicate, and expand while at the same time building a self-managed company they can step away from for periods of time as it continues to soar.

Most Fortune 500 Companies are structured in a way that the CEOs can come and go without impacting the company's success. This is a mere dream for most business owners, but in this book, Allison Maslan shows them exactly how to make this a reality.

"To me, successful scaling means that you get to a point in your business where you are flying higher with less effort and resistance — like a professional trapeze artist who creates more height, power, and momentum when he allows the physics of his leap, swing, and team to carry him to new heights," she says.

"Scaling your business is one of the wildest rides you will ever take in your life. It gives you the opportunity to utilize your gifts and solutions to not only affect those around you, but to literally impact millions — and potentially billions — of people around the world. In the process, you will build an asset that can support your desired lifestyle for years to come."

**"Scale or Fail"** shows business owners exactly how to propel their businesses to the next level using Allison's exclusive SCALEit Method®:

S – Strategic Vision  
C – Cash Flow  
A – Alliance of the Team  
L – Leadership  
E – Execution

“There are many books available that share and teach principles that will help you grow your company,” Allison says. “Often the reader completes one of these books feeling inspired and motivated, but then becomes perplexed on what steps to actually take to reach their goals and how to apply them to their own business. What sets ‘Scale or Fail’ apart is that I am not merely sharing my philosophy with you on how you can scale your business. In these pages, I also teach you step-by-step how to utilize the SCALEit Method to fast-track your success, growth, and profits. It’s easy to follow, workable, and so valuable.”

### **A Mentor Who Has Been There**

These days, everyone is a life coach or business coach, from young adults fresh out of college to your next-door neighbor. In a world where it’s challenging for moderately successful business owners to find someone with the real-world experience to support them, Allison Maslan stands apart as a true business mentor, organizational expert, and empowerment leader.

She has successfully built 10 companies to seven-figure success and beyond in several different industries, including the largest homeopathic college in the country and a full-service advertising agency that supported national clients such as Ben & Jerry’s and Supercuts. Allison knows what it takes to build and scale a business from entrepreneur to enterprise, and she knows how to take business owners from surviving to thriving in their companies and their lives.

“If you are stuck in the rat race and are only going after the biggest piece of cheese,” she says, “you might become a millionaire or even a billionaire. Yet you will never become a *happy* millionaire or billionaire because you were only focused on the end goal — not the thrilling human journey along the way. Most highly successful business owners are driven by a deeper purpose well beyond money. Believe me, I feel money is a great thing! The more I earn, the more people I can help elevate, and the more causes I can get behind. However, if money were my only goal, I would have quit long ago, never staying the course through the tough days.”

## Creating Healthier, Wealthier CEOs

Allison asks business owners: Are you attracting the kind of “Big Picture” vision you want for yourself in business and in life?

“As a driven, Type A CEO,” she says, “you are most likely focused solely on your goals, which is important. However, if you are so singularly focused that you miss out on the star-studded landscape around you and the little miracles falling at your feet on a daily basis, you will arrive at your destination with years of missed opportunities for happiness.”

In her new book “Scale or Fail,” Allison invites business owners to become well-rounded and happier throughout all the ups and downs as their businesses expand instead of being “constantly stressed out while chasing your tail!”

“Business owners are their own body’s worst enemy,” says Allison. “They are so driven to succeed, but they don’t take care of themselves, so they can’t succeed. You’ve got to make time for fun and relationships in your life. It is about building a company that also fits your lifestyle. If you are scaling it properly, you will be able to let go and trust that your team has got your back.

Besides being a business mogul, Allison has been a trapeze artist for 18 years. She sees so many great metaphors between business and the flying trapeze.

“When I’m up there,” she says, “I’m not thinking about any responsibilities. It is a great way to release stress and get refocused on myself; I have to focus or I could get hurt. I also face my fears every time I climb that ladder. I become more and more resilient, and in doing so up there, I become more and more resilient down here. The bigger the risk I take on the trapeze, the more fearless I become with my feet on the ground.”

Download Allison Maslan's [One Pager](#).

Learn more at [www.PinnacleGN.com](http://www.PinnacleGN.com) and [www.ScaleOrFail.com](http://www.ScaleOrFail.com).

## About Allison Maslan

**Byline BIO:** Allison Maslan is the CEO of Pinnacle Global Network and the world leader in scaling businesses. She is the Wall Street Journal best-selling author of, "[Scale or Fail](#)" and has helped thousands of business owners scale their companies, fast-track their success, and create a more meaningful life. Learn more about Allison and the Pinnacle Global® programs at [www.PinnacleGN.com](http://www.PinnacleGN.com).

**Broadcast BIO:** Our guest today is Allison Maslan, CEO of Pinnacle Global Network, world leader in scaling businesses, and the Wall Street Journal best-selling author of "Scale or Fail." Allison, tell us a little bit about the SCALEit Method featured in your book and how it's helping business owners transform their companies and their lives.

### Full BIO:

Allison Maslan is the CEO of Pinnacle Global Network and the world leader in scaling businesses. She is the Wall Street Journal best-selling author of "[Scale or Fail](#)," endorsed by Daymond John and Barbara Corcoran of Shark Tank. Allison has built ten successful companies, starting out at age 19. Her client list has included Ben & Jerry's, Supercuts, Merrill Lynch, and Charlotte Russe. Now she and her team of CEO mentors pay it forward by helping business owners scale their companies, fast-track their success, and create a more meaningful life. The Pinnacle Global Network, her private mentoring and mastermind enterprise, has guided thousands of business owners over the past nine years. Allison has been featured in Success, Fortune, Fast Company, and Forbes magazines; is a regular contributor to Entrepreneur magazine; and is a featured expert on ABC, CBS, NBC, CNN, and Fox across the U.S. Learn more about Allison and the Pinnacle Global® programs at [www.PinnacleGN.com](http://www.PinnacleGN.com).

# Allison Maslan's Media Coverage

**Published on April 9, 2019**

[Wings Podcast](#)

[ALLISON MASLAN: SCALE OR FAIL](#)

By: Melinda Wittstock

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**Published on February 19, 2019**

[Impact Theory](#)

[HOW TO START OVER WHEN YOU DON'T KNOW WHAT TO DO](#)

By: JEREMY MARY

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**Published on January 25, 2019**

[Lioness Magazine](#)

[In Her Own Words: Allison Maslan On How She Woke Up To Her Success](#)

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**Published on December 20, 2018**

[Inc.](#)

[Your Leadership Growth Must Match the Growth Stages of Your Business](#)

By: Martin Zwilling

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**Published on December 18, 2018**

[Eventual Millionaire](#)

[Scale or Fail with Allison Maslan](#)

By: Jaime Masters

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**Published on December 11, 2018**

[Home Business Magazine](#)

[Are You in Alignment with Your Big Picture Vision](#)

By: Allison Maslan

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**Published on November 12, 2018**

[Cash Flow Diary Podcast](#)

[Scaling Your Business To Seven+ Figures](#)

By: J Massey

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**Published on November 7, 2018**

[Cheddar TV](#)

[Interview](#)

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**Published on November 2, 2018**

[Savvy Business Radio](#)

[Interview](#)

By: Christina Nitschmann

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**Published on October 30, 2018**

[ForbesBooks Radio](#)

[Interview](#)

By: Gregg Stebben

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**Published on October 26, 2018**

**[Entrepreneur](#)**

[The 5 Phases of Building a Self-Managed Company](#)

By: Allison Maslan

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**Published on October 26, 2018**

**[Think Advisor](#)**

[How to Build Your Firm Without Burning Yourself Out](#)

By: Jane Wollman Rusoff

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**Published on October 25, 2018**

**[The Small Business Radio Show](#)**

[Interview](#)

By: Barry Moltz

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**Published on October 17, 2018**

**[CEO Money](#)**

[Allison Maslan has a new book to help entrepreneurs take daring leaps to multiply their business growth](#)

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**Published on October 16, 2018**

**[Fast Company](#)**

[Why founders need to learn these three things to scale their business](#)

By: Allison Maslan

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**Published on October 3, 2018**

**[Money For Lunch Radio](#)**

[Allison Maslan – Scale Or Fail](#)

By: Yus Rivero

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**Published on September 20, 2018**

**[Thrive Global](#)**

[3 Sure Ways to Live a Tremendous and Successful Life](#)

By: Joseph Ouko

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**Published on August 29, 2018**

**[Young Upstarts](#)**

[3 Reasons To Find A Passion Outside Your Business](#)

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**Published on August 5, 2018**

**[Advancing Women](#)**

[Want More Success? Find a Passion Outside Your Business](#)

By: Allison Maslan

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**Published on July 31, 2018**

**[ThriveGlobal](#)**

[It's Not About The Failure, It's How Fast You Can Get Back Up](#)

By: Yitzi Weiner

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**Published on July 19, 2018**

**[Radio America/Expert Insights](#)**

[How to Scale Your Business](#)

By: Greg Corombos

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**Published on July 15, 2018**

**[Inc.](#)**

[Here's How That Person With the Perfect Life Is Different From the Rest of Us](#)

By: Christina DesMarais

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**Published on May 19, 2017**

**[Entrepreneur](#)**

[Flip the Switch on Fear-Based Thinking](#)

By: Allison Maslan

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**Published on May 15, 2017**

**[THRIVE Make Money Matter Podcast](#)**

[Don't Wait for the "Perfect Time"](#)

By: Cole A. Hatter

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**Published on May 2, 2017**

**[As Told By Nomads](#)**

[Allison Maslan Breaks Down How To Blast Off With Your Business](#)

By: Tayo Rockson

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**Published on March 23, 2017**

**[Entrepreneur](#)**

[Getting Clarity on Your Big-Picture Vision](#)

By: Allison Maslan

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**Published on March 14, 2017**

**[Entrepreneur](#)**

[Top Practices of Fortune 100 Companies](#)

By: Allison Maslan

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**Published on March 13, 2017**

**[Small Business Daily](#)**

[9 Things Entrepreneurs Really Need to Know](#)

By: Rieva Lesonsky

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**Published on March 13, 2017**

**[HR.com](#)**

[Find Your Perfect Client: Key to decode](#)

By: Allison Maslan

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**Published on February 14, 2017**

**[Smart Hustle](#)**

[2 ESSENTIAL FACTORS YOU NEED TO KNOW FOR BUILDING YOUR POWER TEAM](#)

By: Allison Maslan

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**Published on January 10, 2017**

**[Business Rockstars](#)**

[Interview \(Allison at 20 min 20 sec\)](#)

By: Pat O'Brien

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**Published on January 6, 2017**

**[Training Magazine](#)**

[COMPANY CULTURE AND BUSINESS EVOLUTION](#)

By: Allison Maslan

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**Published on January 3, 2017**

**[The GSD Show](#)**

[BEING A MORE SUCCESSFUL ENTREPRENEUR](#)

By: Mike Arce

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**Published on December 2, 2016**

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[5 Foolproof Tips to Get Out of the Cash Flow Crunch](#)

By: Allison Maslan

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**Published on December 1, 2016**

**[I95 Business Magazine](#)**

[Manifesting Your Big-Picture Vision \(Page 14\)](#)

By: Allison Maslan

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**Published on November 25, 2016**

**[Entrepreneur](#)**

[How to Score Public Speaking Events to Grow Your Business](#)

By: Allison Maslan

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**Published on October 20, 2016**

**[KCUP AM Radio News/Talk \(Newport, Oregon\)](#)**

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[Make social media work for you](#)

By: Martin Desmarais

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[Getting Real About Your Delusions Will Remove What Blocks Your Success](#)

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**Published on July 12, 2016**

**[Forbes](#)**

[4 Social Media Mistakes You Need To Avoid](#)

By: Kate Harrison

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[6 Business Skills They Didn't Teach You In College](#)

By: Allison Maslan

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**Published on June 8, 2016**

**[Home Business Magazine](#)**

[Loving What You Do: What They Didn't Teach You in College](#)

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**Published on June 7, 2016**

**[HR.com](#)**

[Navigating Business "Failures": What they didn't teach you in college](#)

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[The Art of Delegating: What They Didn't Teach You In College](#)

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**Published on March 21, 2016**

**[STANDOUT with Cheryl Tan](#)**

[Scale your company for success with Allison Maslan \(Interview\)](#)

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**Published on March 1, 2016**

**[Business News Daily](#)**

[To Do or To Delegate: Which Tasks Are Worth Your Time?](#)

By: Nicole Fallon Taylor

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**Published on February 2, 2016**

**[Hilary Hendershott Financial](#)**

[ALLISON MASLAN ON SERIAL ENTREPRENEURSHIP, FINANCIAL INTIMACY AND THE ART OF PASSION-BASED SELLING](#)

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**[WGN Radio](#)**

[Shrink Your Waistline and Grow Your Business!](#)

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[The 6 M's of Success](#)

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**[Smart Business](#)**

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**[Investors Business Daily](#)**

[Leaders and Success Column: Sherlock Holmes](#)

By: Scott S. Smith

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**Published on December 11, 2015**

**[American Express Open](#)**

[How Small Businesses Can Make a Big Difference Through Charitable Donations](#)

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**Published on September, 2015**

**[San Diego Magazine](#)**

[Nominated Woman of the Year 2015](#)

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**Published on August 1, 2011**

**[San Diego Woman](#)**

[Helping Turn Dreams into Reality](#)

By: Taryn Bates

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**Published on November 27, 2010**

**[The Huffington Post](#)**

[Taking Failure Off the Table -- Really!](#)

By: Carolyn Ziel

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**Published on October 1, 2010**

**[ME: In Focus Magazine](#)**

[Q&A with Allison Maslan](#)

By: Becky Lerner 1

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**Published on 2010**

**[Safe Made](#)**

[50 Women Entrepreneurs Who Inspire Us in its 2010 Fall/Winter issue](#)

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**Published on December 31, 2010**

**[Fox San Diego](#)**

Allison Maslan discusses Creating Your Best Year Yet

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**Published on December 28, 2010**

**[XETV San Diego](#)**

Tips to Blast Off and Reach Your Pinnacle in 2011

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**Published on September 24, 2010**

**[Fox News Chicago](#)**

Making your dreams into reality

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**Published on August 16, 2010**

[ABC's View From the Bay](#)

Reach your dreams into reality

By: Spencer Christian

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**Published on June 28, 2010**

[Fox News Dallas](#)

Breaking large goals into Mini Feats

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**Published on June 4, 2010**

[NBC News Denver](#)

Business and Blast Off!

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**Published on June 4, 2010**

[Fox News Denver](#)

Steps to creating your dream business

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**Published on May 1, 2010**

[Fox Television](#)

BLAST OFF! Launching your dreams into reality.

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**Published on May 1, 2010**

[NBC Cleveland](#)

Finding Your Dream Career

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**Published on February 18, 2010**

[Sonoran Living - ABC Phoenix](#)

Success Coach Allison Maslan

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**Published on July, 2009**

[San Diego Magazine](#)

[Recipe for Success](#)

By: Julia Polloreno

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**Published on July, 2009**

[Encinitas Magazine](#)

[Last One Out With Allison Maslan](#)

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**Published on June 15, 2009**

[MyBlastOff.com](#)

Launches New Businesses Off The Trapeze

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**Published on June 2, 2009**

[Meshell Zwicker of Focus Up](#)

Part 1: Meshell Zwicker interviews Allison Maslan. Who Is Allison?

By: Meshell Zwicker

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**Published on April 2, 2009**

[Life Coach San Diego](#)

Losing Your Job Could Be A Blessing!

## Suggested Interview Questions

1. Besides being an incredibly successful businesswoman, you're also a trapeze artist; you've compared scaling a business to swinging on the flying trapeze. How are the two alike?
2. What is scaling exactly? How can a business owner know that it's time to scale?
3. You've said that "playing it safe isn't a business strategy." What do you mean by that?
4. You call your trademark SCALEit Method your "signature roadmap of scaling." What is it, and how can other business owners use it to create their own path to success?
5. Are all businesses able to scale? How can entrepreneurs know if their business is scalable?
6. More companies than ever have virtual team members. What tips can you offer to help businesses work more seamlessly with a mix of on-site and virtual employees?
7. In your book "Scale or Fail," you discuss the importance of empowering your team members to make appropriate decisions. How does that help companies scale?
8. You say hire slowly, fire fast. Why is that advice so important?
9. What are the "Four Super Powers of Business" and how do they come into play as companies grow?
10. Many business owners have more trouble saying "no" than they'd like to admit. You encourage them to let "no" be their new "yes." How does that work in practice?
11. What are the five phases of building a company that runs itself?

# News & Story Ideas

## Passion Brings the Cash In

In order for an activity or goal to sustain itself long enough to be successful through life's inevitable ups and downs, there must be meaning and passion behind it. It is imperative that you love what you do. Passion is what enables you to cherish your wins and lifts you right back on your feet when you face setbacks and losses.

## Why Employees Quit

According to a 2017 Gallup survey, 50% of 7,300 people surveyed left their jobs because they detested their managers. If you are a small business owner, this is a vital fact to absorb. You can pay them all the money in the world, promote them, make them Employee of the Month, and give them free bagels and schmears, but none of that matters if you act like a jerk and fail to create a vibrant workplace in which they can be passionate about their work.

## 3 Biggest Small Business Failure Myths

There is a lot of misinformation out there about business failure — so much so that it's no wonder people are afraid to get on their trapeze. Allison examines three of the biggest myths and misconceptions of failure.

## 12 Questions to Align with Your Big Picture Vision

Business owners: See where you stand with your vision by trying out an exercise. Choose your own setting and free yourself of distractions. All you need to bring is this list of questions, a photocopy of Allison's Big Picture Vision Mind Map, a pad of paper, and a couple of pens.

## See It. Feel It. Do It.

Visualization isn't magic, though sometimes it might seem like it is. There is a great deal of science behind it. When we rehearse a performance in our imagination, our muscles respond in a way that simulates the actual activity. It's as if mental roadmap is being created to prepare us for the real thing. Having clarity and feeling it in the body creates confidence, and confidence is a key to success.

## Are You Ready to Scale?

It's surprising how rarely business owners are asked (or ask themselves) this all-important question. Being ready to scale means you have a system in place in which you have customers who are coming back to you on a regular basis and are generating reliable cash flow. Allison guides business owners in reviewing their own scalability.

## The Perfect Client Decoder

Identifying your ideal customer involves more than just honing in on obvious things like gender and age. It also means pinpointing your customers' phase in life: Where are they currently? What are their buying habits and their values? What phase of life are they in? Why do they buy? Allison shares her Perfect Client Decoder.

## Elevating Your Virtual Team

Managing virtual employees entails some unique challenges because those individuals can get left out of hallway conversations and decisions made on the fly in the home office when they can't be reached. Your off-site team needs to feel elevated and connected too, so it's extra important that you (or a designated employee) keep them in the communication loop as things happen. Allison shares her practice of "Happy Hour Virtual Parties" or end-of-day "Tuck Ins" for virtual employees.

## **Choose Your Super Power**

In a business, there is always the push/pull of making sales versus being able to fulfill the demand of those sales. It's a fine line, like balancing on a high wire. You work so hard to get the sales. There could be ten deals in the works in various stages. Some fit right in with your current fulfillment processes, whereas others are gigantic and those deals have needs that far exceed your bandwidth. What happens if you cannot process these orders quickly enough? How are you supposed to manage it all without tipping over the edge one way or the other?

Allison has taken more than ten departments in business and simplified them into four that she calls: "The Four Super Powers of Business." This way they are super manageable and very scalable.

## **Decisions Shape Destinies**

You don't know everything, and you shouldn't have to. If you create a team with a bunch of people who are incapable of making decisions without you, your business will sink fast, or you'll be tied to a ball and chain that you may end up resenting as it holds you back from scaling and having time to live the rest of your life. How do you train your team to become leaders that are self-sufficient and empowered to make appropriate decisions. Allison explains the 5 Phases of building a company that runs itself.

## **The 3 P's of Planning**

Allison developed the "3 P's of Planning" to help business owners streamline their days, keep themselves focused, and get more done in less time.

## **The Art of Systematizing Everything**

Having the right systems in place right now will ultimately set you free. Your goal is to find that happy place where you have a solid and growing business that doesn't need you anymore because the workflow is pumping just fine on its own. This allows you to walk away guilt-free to focus on more important things while your team oversees the execution. But it will only work if everything is properly systematized.

## **No Is the New Yes**

Saying "no" is harder for business owners than they are willing to admit. Sometimes they say "yes" when deep down they mean "no" because they don't want to be the bad guy or gal. That's when internal resentment builds up, which can cause a whole host of other problems, emotionally and physically. You must embrace conflict and deal with the elephant in the room right away. The more you get comfortable with "no" and set clear boundaries for yourself and your organization, the more time you'll have to say "yes" to the things that really matter.

## **The 5 Phases of Building a Company that Runs Itself.**

For business owners, the ultimate goal is to shift from being "the boss" to becoming "a leader." The end game is to remove themselves from the equation and build a self-managed company. The role as founder is to let go of the day-to-day, strategize and build relationships to supercharge growth, and inspire one's team to achieve greatness. Allison shares tools from her new book, "Scale or Fail," illustrating how to accomplish this through her Five Phases of Building a Self-Managed Company. Business owners must ultimately replicate themselves so they can devote time exclusively to making a big impact with their big-picture vision while adding in more play days to enjoy at their heart's content.