



JENS NIELSEN

Breaking Out of The Operator Mindset



Why Most Small Businesses Stay Small

Most business owners start because they're great at what they do — baking, designing, selling, or fixing.

But soon, they find themselves trapped in long hours, constant firefighting, and stress.

Michael Gerber calls this the E-Myth — the Entrepreneurial Myth — the mistaken belief that understanding the technical work of a business means you understand how to run a business.

This short guide helps you break that trap.

You want more than a JOB – you want a business.

Complete the exercises in this workbook to set you free.

The Trap:

You spend all your time delivering the work, not building the systems to automate it.

The Shift:

Dedicate time every week for *strategic* work: improving processes, hiring, planning, and marketing.

Action Step:

- Block one 2-hour “CEO session” each week to focus only on business development — no client work.
- On the next page, and this question:

If I had to replace myself in this business, what would need to exist?”

Get Your Pen and Paper Ready





Question 1: If I had to replace myself in this business, what would need to exist?”



For Example: Systems, equipment, employees, standard operating procedures, or something completely different.

Your Answer:

Reflection:

- What percentage of your time is currently spent **in** vs. **on** your business?
- What one system could you design this month to save you time every week?



The Trap:

Everything depends on you, from sales to bookkeeping to customer service.

The Shift:

Design your business like it's a franchise: document each function and responsibility, even if you're doing them all.

Action Step: (Complete the next page)

- List all roles in your business (Sales, Operations, Finance, Marketing, Admin).
- Write a short “job description” for each.
- Begin delegating the lowest-value tasks first.





Questions: List job roles, job descriptions and which roles you can delegate



Reflection:

- What tasks drain your energy but don't grow the business?
- Who could do them 80% as well as you — with the right process?



The Trap:

Everything happens by memory and heroics, which leads to inconsistency and burnout.

The Shift:

Systems run businesses. People run systems.

Action Step: (Complete the next page)

- Start documenting recurring tasks: onboarding clients, handling payments, responding to inquiries.
- Use simple checklists or Loom videos.
- Test your system by having someone else follow it without your input.





Questions: What tasks should you automate?



Reflection:

- What's one area of your business that breaks when you're away?
- How could you create a simple system to fix it?



The Trap:

Your business has become a job you work for — not a vehicle that serves your life.

The Shift:

Redefine success: your business should support the life you want, not consume it.

Action Step: (Complete the next page)

- Write your 3-year “Vision Story”:
- What does your business look, feel, and run like?
- Identify which clients, services, or habits don’t align with that vision — and start adjusting now.



Write your 3-year “Vision Story”: What does your business look, feel, and run like?



Reflection:

- What does freedom look like for you — time, money, or impact?
- If you could rebuild your business from scratch, what would you keep? What would you drop?

This image shows a blank sheet of white paper with ten horizontal blue lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing.



The Trap:

Believing you need to do it all.

The Shift:

True entrepreneurs build teams, systems, and habits that multiply their impact.

Action Step: (Complete the next page)

- Invest in mentorship, coaching, or a mastermind, growth accelerates with guidance.
- Surround yourself with owners, not employees, peers who think at your level.





What's one belief you need to adopt to grow?



Reflection:

- Who could help you stay accountable to your next stage?
- Who do you need to surround yourself with to move to the next level



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THANK *YOU*

If you want to explore how I can help you achieve your entrepreneurial dream, schedule a call with me here:



For more resources:

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