

DENISE  GOSNELL



INTRODUCING THE GROW BY SUBTRACTION ACCELERATOR

We help you streamline your business operations and free up 10-20+ hours per week for what really matters in life.



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**ARE YOU READY TO
GROW BY SUBTRACTION?**



Are you a business owner who is ready to grow with less effort?

So many business owners get caught up in the “American Grind” mentality where you just “hustle and grind” and throw more time and resources at your business to get to the next level. You’ve probably been caught in that mode before too.

Unfortunately, **the hustle and grind approach isn’t sustainable** long term because it can lead to exhaustion and burnout, and makes it harder to sell your company one day if you ever want to.

You may not realize this, but it is better to grow your business by removing from your to-do list, versus adding to it, if you do so the right way. This is what I refer to as **“Grow by Subtraction”**.

If you’re like most business owners, you formed your own company to have incredible freedom and unlimited earning potential. Yet, you find yourself caught in the hamster wheel of trying to get to the next level so “then” (someday) you can slow down at that point and finally take more time off.

Here’s the sad truth. Even when you reach that “next level”, you still aren’t going to slow down. That’s a myth. Each level of growth comes with a new set of problems. And there will always be turmoil in the world that creates fear and uncertainty.

The only way you will ever achieve the growth and lifestyle you’ve been craving is if you consciously decide to **build your business around your life** – which you do by transforming your existing business into a streamlined operation that doesn’t need your constant attention. As part of this, you must focus on the “right” things that are true needle movers and ignore all the B.S. that isn’t.

If you know that there must be a better way to grow your business with less effort and a whole lot more joy, then it’s time for you to finally **GROW BY SUBTRACTION.**

YOU'VE BEEN LIED TO ABOUT THE BEST WAY TO GROW YOUR BUSINESS

Hi, I'm Denise Gosnell, a trusted advisor to many of the world's top entrepreneurs. I used to work 80+ hours per week running my 3 companies.

I was generating 7-figures, but **all that hustle and grind wasn't sustainable.**

I was exhausted trying to scale my companies, and it took a disaster for me to change (which I'll tell you about more in a minute).

I realized that the hustle and grind mentality is constantly being propagated by our North American business leaders as the only way to succeed, when in fact that's not true.

I discovered how to Grow by Subtraction by accident, and it transformed my life forever.

Now I work an average of 3 days per week running my 3 companies and still generate 7 figures each year.

This same system is now transforming the lives of other business owners around the globe. I'm incredibly proud to be sharing more about it with you here too.



FINALLY GROW YOUR BUSINESS WITH LESS EFFORT

What if you:

...could focus your efforts on the projects that really matter, and confidently delegate or **eliminate half of the stuff** you currently spend your time on?

...**free up 10-20+ hours per week** to spend on whatever matters to you - whether that be spending time with family, hobbies, starting other companies, writing that book, etc?

...could **make your business less dependent upon you** where it would be MUCH easier to sell one day?

...could take a laptop-free vacation and know that your business will keep operating and growing without your daily presence?

That's What The Vacation Effect: Grow by Subtraction Accelerator Is and What It Does For You. We help you streamline your operations and free up 10-20+ hours per week for what really matters in life.

I've been honored to speak on stages in 8 different countries around the world over the past 25+ years on this topic and many others.

In fact...if you're a member or follower of Genius Network, Joe Polish, Maverick 1000, Yanik Silver, Strategic Coach, or a similar business owner mastermind group or event, **chances are...you've seen my work, heard me speak, or met me at an event.**





“I’ve worked with Denise Gosnell on literally hundreds of business and personal projects over the past 12+ years. Her diverse skillset as a business strategist, lawyer, real estate investor, problem solver, and collaborator has been invaluable to me. I don’t enter into any important business deal unless I run it past Denise first.”

JOE POLISH

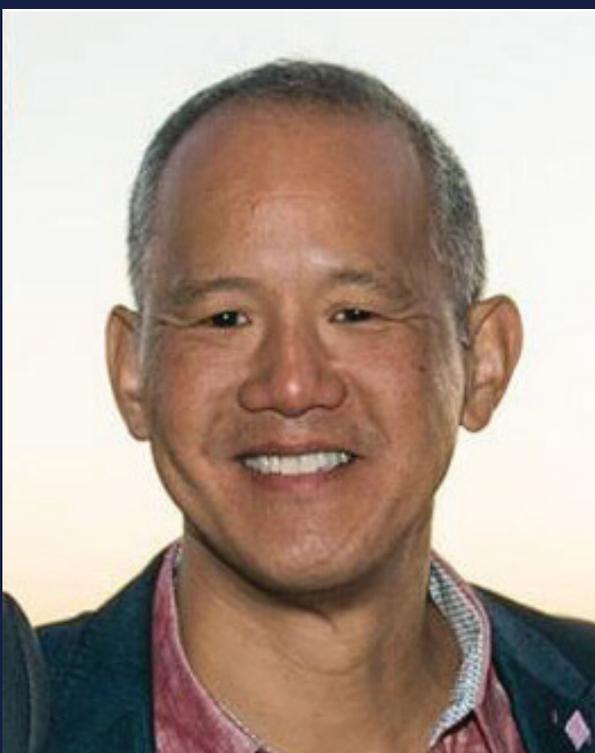
Entrepreneur, Founder of Genius Network and Piranha Marketing. Inc.



“If you’re a busy entrepreneur who wants to grow your business faster and take more time off, you should check out Denise’s Vacation Effect program. We featured some of her innovative teachings on productivity hacking in our War Room member magazine, and I have implemented them in my own life and business, and I can tell you they flat out WORK!”

RYAN DEISS

CEO of Digital Marketer



“Wow, I can’t believe the principles covered in the Vacation Effect program work so well. I used to be a workaholic, and now I’m working less than ever and my company is still growing. I am letting my team step up and use their gifts. It’s like a dream come true. I just trusted the process that Denise took me through in the coaching calls and the materials and it has paid off. I’m now a believer and have made these principles a way of life.”

TODD TZENG

CEO of Falcon Fulfillment



“I was hesitant to take that step & join Denise’s program & the main reason was I had so much stuff going on that I didn’t have time for this. And I see the irony of not having time for a program that would free up more time. There was also a lot of fear, but I took the leap and I’m so glad I did. I now carry no guilt, shame, or feelings that I should be constantly working, and my business is doing better than ever.”

KYLE BROWN

Celebrity Transformation Coach and CEO of Fit365.com

See full video at denisegosnell.com/testimonials



“We’re on pace to DOUBLE our revenue and profits this year and I don’t feel guilty about taking 1 or 2 days off each week... And I attribute a lot of that from my work with Denise...”

ARIEL ISTUETA

CEO of a Metal Shop

See full video at denisegosnell.com/testimonials



“Within 90 days, I noticed that I had 1 extra free day a week along with the weekend... But in order to do that I had to uplevel my business and I realized that with Denise’s help, you really can have both.”

DR. AZIZ GAZIPURA

World-Renowned Confidence Expert

See full video at denisegosnell.com/testimonials



“Denise, I want you to know how much I have enjoyed our one-on-one calls and am so grateful for how you have impacted my life. I don’t know if you know this or not, but you interrupted an age-old pattern and helped me overcome stage fright. I now sing unabashedly because of you. Also, thanks to what I’ve learned from the Vacation Effect program, my work is so much more effective, I am more proactive in scheduling joyful activities, and am enjoying life so much more.”

DANIELLE BROOKS

CEO and Founder of Good Decisions Inc.

LET ME ASK YOU AN IMPORTANT QUESTION.

WHAT WOULD YOU SAY IF I ASKED YOU TO WORK IN YOUR BUSINESS JUST 3 DAYS PER WEEK OVER THE NEXT 30 DAYS?

Do you think you could pull it off?

A couple years ago, I launched a test to see if I could cut my work week down to just 3 days per week on average while still growing my 3 separate companies as a 7-figure entrepreneur.

The results were pretty surprising...

Before I get into the details of how the test panned out, let me first tell you why I did it and why it could help you.

[Note: Horrific experience that changed my outlook on life completely coming your way!]



I REMEMBER IT LIKE IT WAS YESTERDAY



It was just a regular morning.

It was exactly 8am and I was about to prepare for my typical day of working long hours to keep my 3 companies profitable and growing.

All of a sudden, lightning struck, there were several loud booms, and I could feel the whole house shake.

15-20 minutes later...

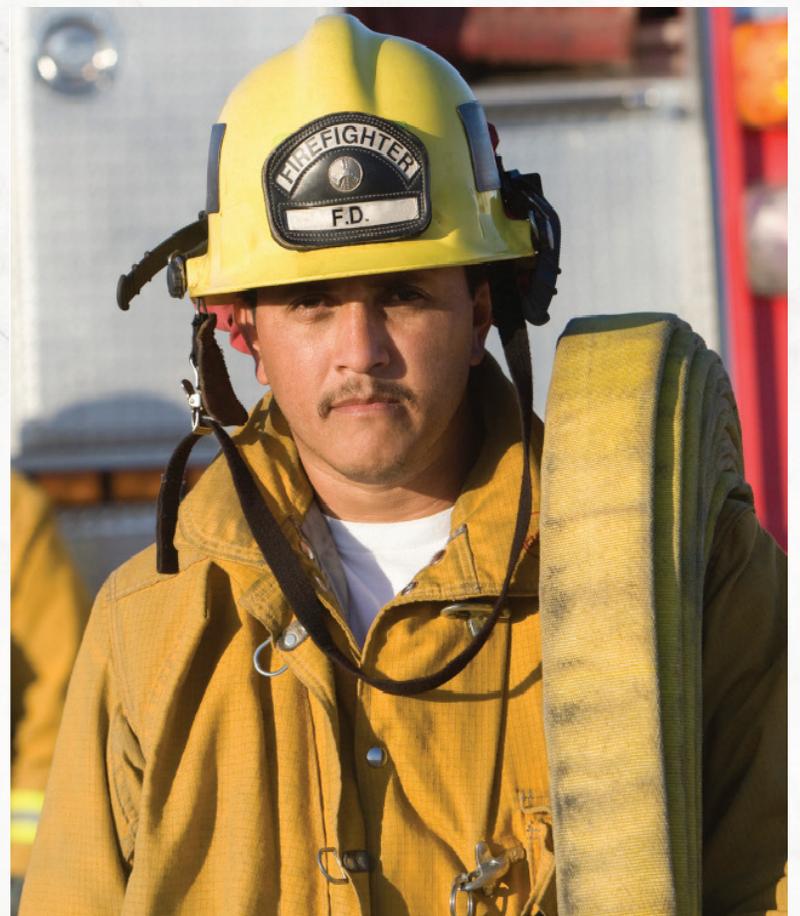
I answered a knock at the door and found a fireman, in full uniform, firm grip on his fire axe...with the look of HURRY on his face.

“Ma’am, your house is on fire and you need to get out of the house immediately.”

Life came to a grinding halt.

My house was moments away from becoming a blazing inferno...

And the fireman had just one more question for me.



“WHAT DO YOU WANT US TO RETRIEVE IN THE NEXT 5 MINUTES BEFORE YOUR HOUSE IS DESTROYED BY FIRE AND WATER?” EVEN THOUGH MY HOUSE WAS ON FIRE... I WAS FROZEN.

Here I was, a “successful entrepreneur” (unhappy millionaire) with 3 businesses, working 80+ hours per week to keep it all moving...

And for what?

My house was full of “stuff” that was about to meet its demise, and I didn’t care about 99.9% of it.

Want to know what I asked him to save?

- My wedding photos
- My grandmother’s blanket
- My daughter’s stuffed animal

Sentimental items.

Memories that money can’t replace.



That day, I realized:

Why am I spending all my time away from my family, working myself ragged...

To provide a house filled with stuff that doesn’t matter and is burning before my eyes?

That’s when I made a choice. I vowed that I would figure out how to have plenty of free time AND still provide a comfortable living for my family.

After the fire, I spent the next several years working on figuring out how I could work less without having to give up the success and growth I had worked so hard for.



EVERY TIME I THOUGHT I WAS MAKING PROGRESS

I'd get stuck again.

Whenever I would take time off, my revenue would drop...

Then I'd work crazy hours for my revenues to go back up, which meant sacrificing time with family and friends AGAIN...

And on and on the vicious cycle would continue.

I couldn't figure out how to have both growth and free time without one affecting the other.



AFTER YEARS OF GETTING NOWHERE, I FINALLY DECIDED ENOUGH WAS ENOUGH.

I NEEDED TO FIND A SYSTEM THAT WOULD ALLOW ME TO WORK LESS, WITHOUT A DROP IN REVENUE.

That's when the 'Grow by Subtraction' concept and system was born.

Here's what I did:

STEP 1

I outlined and got super clear on what I wanted my life to look like. I analyzed how I spent my time and created my ideal schedule. For me, that was working just 3 days a week.

STEP 2

I challenged myself to work just 3 days a week for the next 30 days. This shook things up and it became abundantly clear exactly which areas in my 3 businesses had inefficiencies that would be impacted by this new routine and where I was actually the bottleneck.

STEP 3

I ruthlessly went after each of those inefficiencies and eliminated them through any means necessary. I implemented new SOPs, leveraged my team differently, reorganized, and optimized any area that didn't function like a well-oiled machine. After I removed myself from being the bottleneck, it became much easier to grow.

I simply did this over and over again and in a few short months I realized that I was actually living the life and schedule that I originally said I wanted!

That's it.

Here are a few reasons this works so well:

- If it were so simple (and not completely terrifying) to just “work less”, we would all do it. By breaking this down into short manageable sprints, I was able to understand what needed to be optimized for efficiency and correct it without stepping so far away that my revenue suffered.
- I was able to concentrate my optimization sprints around the areas that would have the largest overall impact on both profitability/growth and the schedule I was working toward. It became easier to not put out the small fires (no pun intended) and focus on hyper impact with my teams.
- I’m no longer the bottleneck, 99% of our standard operating procedures function without me with hyper-efficiency, and across all roles in all of my companies, my teams are able to get weeks worth of work done in days.

THE BEST PART?

I run the same 3 companies (still growing strong) that I used to run working 80 hours a week with late nights in my home office...

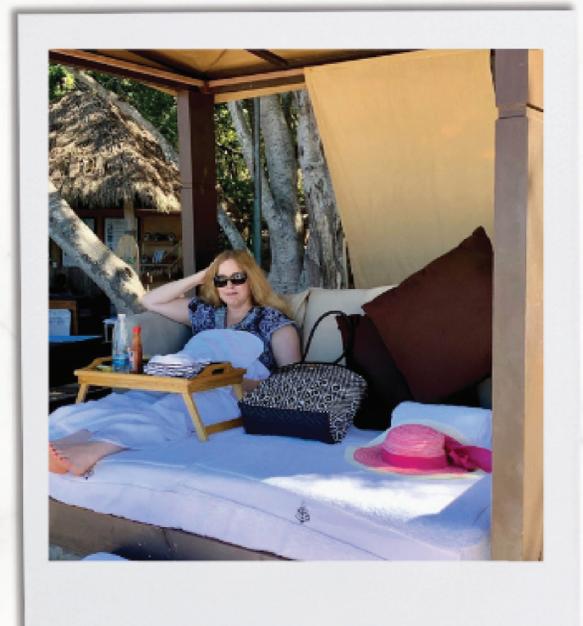
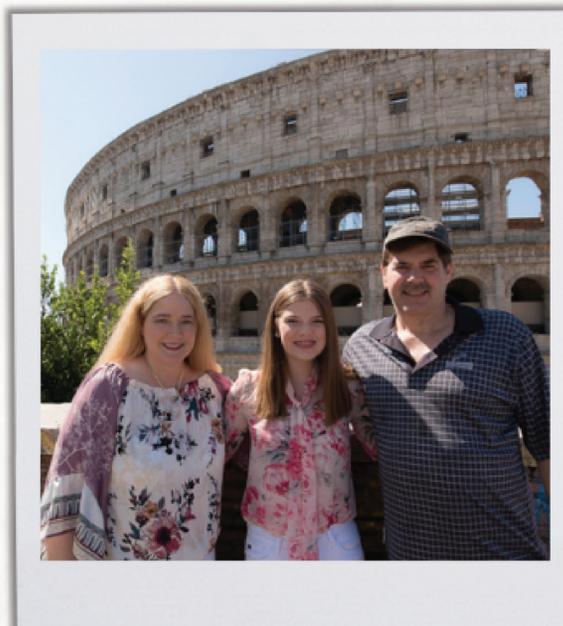
But I’ve freed up 8 workdays each month (on average) to spend them however I want, whether that be having a 3 day work week or taking a week or two of vacation.

I have time to spend with family and friends.

I’m able to travel the world and have been to over 50 countries.

I can help other people thrive.

I even have hobbies like hiking and photography.



HERE'S HOW THE GROW BY SUBTRACTION SYSTEM WORKS TO TRANSFORM YOUR BUSINESS AND LIFE

If you would like to see how this could help you work less and profit more, please join me and dozens of other entrepreneurs just like you in my 'Grow by Subtraction Accelerator' where my team and I will personally guide you through the entire process of identifying gaps and making the necessary changes required to create the life and business you want.

You'll have full access to our resources and team for 6 months!

Most of the time, we can help you free up 1-2 days per week within 90 days, if that's what you want, all while growing your business 10-30% or more each year.

Here is what we will help you do:

PHASE 1 - THE BUSY ENTREPRENEUR'S FREEDOM PLAN

Get crystal clear on what you want your epic life to look like, what your ideal schedule would look like, and analyze how you currently spend your time.

PHASE 2 - THE 30 DAY HYPER-EFFICIENCY EXPERIMENT

Conduct an experiment that aligns with your goals to identify the inefficiencies in your workflow and business.

PHASE 3 - CREATING THE VACATION EFFECT LIFESTYLE

Optimize the inefficiencies that are identified during your experiment so that your business becomes a well-oiled machine that allows you to live "The Vacation Effect Lifestyle" if you want to.

As part of the optimizing phase, we also help you implement several growth strategies to help you scale and better position your business for an eventual sale one day.



We'll also help you stay accountable to making progress on the goals that you set for yourself in the program, and help you overcome any obstacles that arise along the way.

The Vacation Effect: Grow by Subtraction Accelerator Is Unlike Any Other Program You've Seen

We regularly receive messages from clients who rave about the impact we've had on their life.

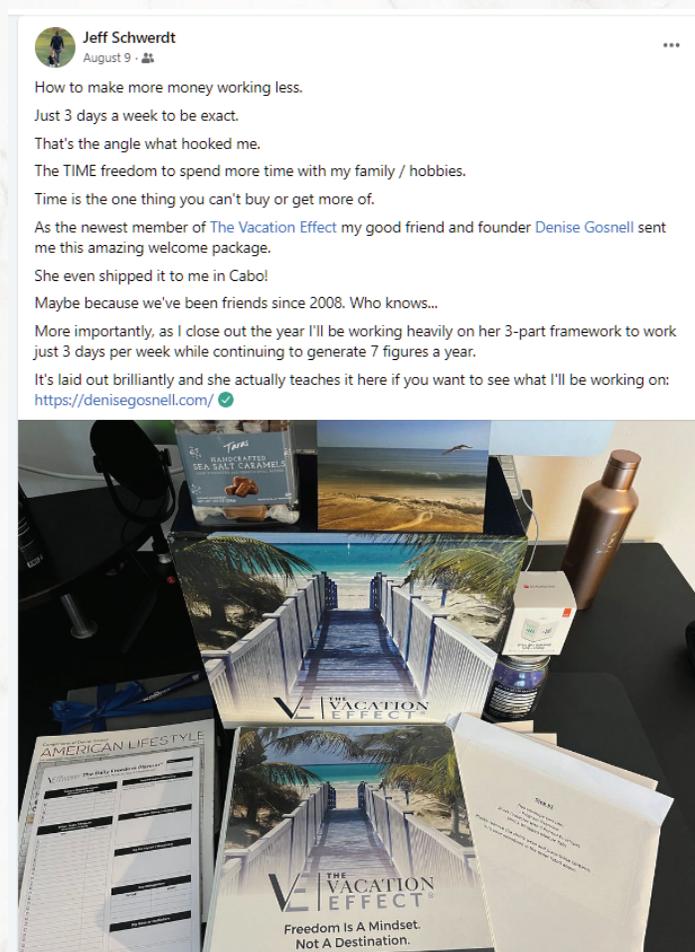
Here are a few examples of what they've shared:

"You're always so great at helping me come up with ideas outside of the box – to solve the problems I thought couldn't be solved. You're freaking brilliant. I love working with you and now am proud to consider you a dear friend."

"You have definitely set me on a path of realizing my dreams and you've lit a sun that is helping others realize their dreams... So grateful for how you've shown up in my life!"

"This almost seems too simple to work...and that's the real magic here!"

One of our new members was so excited when he joined the program that he posted about it on Facebook:





“Like a lot of entrepreneurs, I’ve participated in tons of programs and events over the years. I love how Denise has created something truly special with her Vacation Effect program that isn’t just a rehash of everything you’ve already heard before. She has created an amazing program that works. As business owners we are not all that different and we face similar challenges. By applying and using Denise’s unique principles we can tap into so much more that not only helps us grow our businesses but bring more joy in our lives, which is the ultimate goal. Thank you Denise!”

NAYIA PIERRAKOS

CEO and Founder of Metro Housing Solutions



“As an entrepreneur I've studied productivity for years and gotten amazing results. Lately, I've been focused on delegating and building systems to free myself up even more, so I have been on this journey for some time. And I have to say The Vacation Effect accelerated my growth. I learned a time framework that I haven't heard anywhere else and just using it a couple months now I'm already seeing greater productivity with greater free time too. That's a combo that is hard to beat. With this newfound time I've tackled a huge project that forever seemed to be something I'd get to in the future. I'm also enjoying my work even more than before. Highly recommended!”

LOGAN CHRISTOPHER

CEO and Founder of Lost Empire Herbs



“This program is a total change in mindset. I love how these planned intentional mini-vacations every week create the space for new ideas to bubble to the surface. By forcing hyper-efficiency into my schedule, it also forces me to get out of the way and let my team do what they’re good at. I’ve also been pleasantly surprised at how positive my entire team has reacted to me experimenting with this new way of life. They even hold me accountable to my freedom days and harass me if I stop by the office when I’m not scheduled to do so. I’m excited to make these principles a way of life and am thrilled with the results so far. Highly recommend the Vacation Effect program!”

SASHA ABLITT

CEO of Ablitt’s Fine Cleaners

**WHY IS THE GROW BY
SUBTRACTION ACCELERATOR
RIGHT FOR YOU AND YOUR
BUSINESS RIGHT NOW?**

If You Answer “Yes” To Any Of The Questions Below, You’re A Perfect-Fit Candidate:



Are you **tired of the hustle and grind** approach to business growth and are ready for a new way of growing?



Are you willing to eliminate a lot of the things you currently waste time on if you feel confident you **know where to focus your attention** for the best results?



Are you open to **having more free time** in your life for whatever you want to spend it on (family, hobbies, starting other businesses, etc.)?



Do you want your **business to become less dependent on you** so you can sell it one day?



Would you like to have a business that **grows without your daily involvement**?



Are you ready to finally **have the freedom that you deserve** without sacrificing your business growth?



Do you want to **feel happier and more fulfilled**, with plenty of time for the people and causes that really matter to you?

If you’re like most business owners, you probably resonate with one or more of these above. If so, please read on.

HERE IS HOW WE WORK TOGETHER

When you experience the Grow by Subtraction Accelerator first-hand, we make it easy for you to succeed in a short amount of time. Here's a sample of what you get:

- 1 First, we have a VIP half-day implementation workshop (virtually in a small group format) where we dig deep into where you are now, where you want to go, identify your biggest inefficiencies, and develop an initial plan for addressing those inefficiencies.
- 2 Next, we use what we learn during your half-day implementation to guide you through our 3-phase process explained earlier. The entire process is designed to be completed in 3 months, but we give you 6 months of our full support so you don't feel rushed.
- 3 During this period, you have access to me and my team (plus other members) through the coaching calls and community site. We help you stay accountable to your progress and will be there to support you with any questions or obstacles that come up as you are integrating the powerful tools and methods into your business.
- 4 We also point you to exactly which tools, worksheets, systems, and bonuses that are included in the program materials will help you the most with where you are right now and where you want to go.

Here are some examples of what is available to you:

- Tools and worksheets that help you implement our propriety methods for goal setting, project planning, standard operating procedures, and effective delegation.
 - Bonuses that include hiring A-players, top legal agreements that every business needs, sample SOP's, scaling your business, and preparing your business for acquisition.
- 5 We also give you the benefit of our million-dollar rolodex where we will connect you with trusted vendors and advisors if you need a particular solution.

The bottom line is that my entire team and I have your back and are committed to your success.

In fact, we guarantee that if you follow the methods that we teach, you will free up 10-20+ hours per week during your 6-month membership while your business continues to grow, or we will work with you until you succeed (up to 1 year).

You May Be Wondering How Much The Grow By Subtraction Accelerator Costs

The good news is that we have a few different options depending on your needs and budget.

If you are a 6-7 figure business owner, we have programs you will find affordable. In fact, many of our clients have reported that the transformations we have helped them achieve will be priceless over the course of their lifetime.

How do you put a price on giving you the type of freedom and streamlined business you have always dreamed of so your life is forever transformed for the better?

To Move Forward, You Really Have Three Options:

Option #1: Keep doing what you've been doing. Remain stuck. Do nothing or do it alone.

Option #2: Try the piecemeal approach. Take the process we've laid out for you and try implementing it on your own. Hire other companies or pay your team to identify and create the processes and templates that we hand you on a silver platter. You'll spend a lot of time and money, and make a lot of mistakes along the way. What is your time and peace of mind worth?

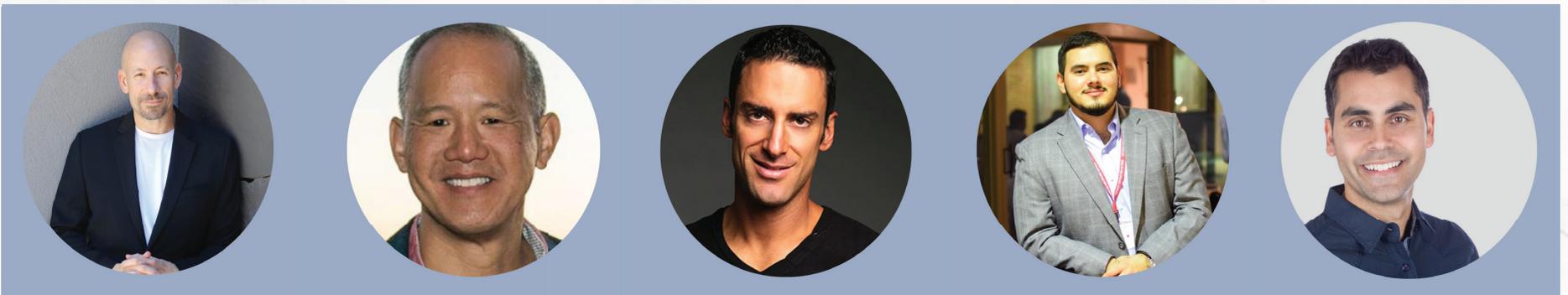
Option #3: Work with us in the Grow by Subtraction Accelerator. We'll guide you through a transformation of your business and your life. This is not a cookie-cutter approach. We have a proven system that works, but we customize it to meet your specific needs and situation. More importantly, we will have FUN along the way.

You are not alone. You don't have to do this yourself. My team and I want to help you. And nothing would bring us greater joy than helping you transform your business and your life into one with incredible meaning, PLUS lots of profit.

LET'S GET STARTED RIGHT NOW

It's your turn. It's your time. **Schedule a roadmap session by visiting DeniseGosnell.com/roadmap.** We'll get to know you, your business, and give you a custom roadmap on how our methodologies can benefit you. We'll also tell you how we can help you implement those methods if you want us to.

You've already heard from a few of our clients about their incredible results and experiences in working with us, like Joe Polish, Todd Tzeng, Kyle Brown, Ariel Istueta, and Dr. Aziz Gazipura.



Ask yourself - how many important family moments will you miss out on if you hesitate any longer? What will happen if you keep working yourself way too hard and never create a business that serves your life and gives you the freedom and growth that you deserve? Will there ever be a “perfect” time?

Now, imagine how your life would change if you transformed your business so it grows without your daily involvement, making it easier to sell if you ever want to, and freed up 10-20+ hours per week for whatever you like?

What would that make possible for you and your family and for your life? Not some time in the distant future, but starting right now. Today.

I can't wait to support you in The Vacation Effect: Grow by Subtraction Accelerator.

I started working with Denise and her team at the beginning of 2022. When I first started The Vacation Effect program (now Grow by Subtraction Accelerator), I was way too deep in the weeds within my marketing agency. Even though I'm the CEO and owner, I was working IN my business more than I should have been. The way Denise described her program, it sounded too good to be true, and I almost didn't get started because I was too busy. It seemed like an impossibility to free up time in my super-busy schedule without it impacting my growth goals. When Denise demonstrated she could help me (by actually helping me in our initial conversation), I decided to give it a try. I'm glad I did. Denise's program helped me optimize various parts of my business. I am now able to expand my business, and impact more people, while I have more freedom and flexibility in my life. There's also additional time for me to work ON my business (instead of IN it). Plus, if I choose to I can take 1-2 business days each week for whatever I want to spend it on, whether that be personal or business-related. It feels amazing to have space open in my calendar. My life has been forever changed for the better because of this program and the people in it. I get the accountability I need so I don't let myself off the hook from making progress, and I learn shortcuts from Denise's other students that can accelerate my success. And that is exactly what this program is: an ACCELERATOR. I rave about Denise and her program to anyone who will listen. If you are too busy to work with Denise, that's the exact reason why you need to. What would life be like if you could get your business to actually work FOR you whether you're there or not?



JON MARINO
CEO of Queue Simple

I've known Denise for many years and have spent time with her at various business owner events over the years. Denise is highly respected in so many business circles for her diverse expertise that you rarely find in a fellow business owner. It's why so many thought leaders turn to her as their trusted advisor for advice on their business. When Denise shared with me what she was doing with The Vacation Effect program and concept, I jumped at the opportunity to participate. I just joined a few months ago, and the experiment Denise has you do in Phase 2 was quite eye opening for me. It helped me identify my inefficiencies in my business and teams that I didn't fully realize before. More importantly, it also made me realize that I'm a workaholic. I had never really put that into words before or admitted that. And now, I'm in the phase in the program where I'm working on optimizing those inefficiencies and resetting my mindset so I can step into the next phase where I can live what Denise calls "The Vacation Effect Lifestyle". I'm so glad to be a part of this life-changing program and can't wait to experience my own transformation. If you can relate to where I'm at and are ready for a change yourself, I would love to see you join so we can support each other on this journey to a better business and life.



DAVE MUNTNER
CEO of Renaissance Messaging

Our Mission + Next Steps

Our Mission is to put more money and tons of free time into the hands of business owners around the world so you can finally have the freedom and business that you deserve.

Book your free roadmap session now so we can build out your custom plan for making this happen.

DeniseGosnell.com/roadmap