

THE BEGINNER'S GROWTH GUIDE

HOW DO I GROW MY BUSINESS WITHOUT LOSING CONTROL?



MEASURE



FIX



SYSTEMIZE



GROW

DON'T JUST GET BIGGER. BUILD BETTER.

WELCOME

Getting your first customers is exciting. Then more customers create more orders, more work, and more decisions. If the business is not ready, growth can create just as many problems as it solves.

You do not necessarily need more employees, more products, a bigger office, or a larger advertising budget. You need to understand what is already working, what is holding the business back, and what needs to improve next.

THIS GUIDE WILL HELP YOU

Identify what's driving the business. Find the bottleneck slowing growth. Get more value from existing customers. Improve your average sale. Build repeatable marketing. Create simple systems. Decide what to automate or delegate. Track the numbers that matter. Build a practical 90-day growth plan.

**GROWTH SHOULD MAKE YOUR BUSINESS STRONGER,
NOT JUST BUSIER.**

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GROWTH STEP #01

WHAT BUSINESS GROWTH REALLY MEANS

Growth is not simply making more sales. Build a business that becomes stronger as it gets bigger.

REVENUE

Is the business making more money?

PROFIT

Are you keeping enough of that money?

CUSTOMERS

Are you attracting and retaining the right customers?

CAPACITY

Can the business handle more customers without breaking?

REVENUE - LAST 30-90 DAYS**PROFIT****NEW CUSTOMERS****REPEAT CUSTOMERS****BIGGEST INCREASE IN EXPENSES****WHAT FEELS HARDER NOW THAN BEFORE?**

GROWTH STEP #02

KNOW WHAT'S ALREADY WORKING

Before adding something new, find out what is already producing results.

BEST-SELLING PRODUCT / SERVICE

MONTHLY SALES

ESTIMATED PROFIT

WHERE DO MY BEST CUSTOMERS COME FROM?

- | | | | | |
|------------------------------------|-----------------------------------|---|---|---------------------------------|
| ☐ Referrals | ☐ Google | ☐ YouTube | ☐ Instagram | ☐ TikTok |
| ☐ Facebook | ☐ Paid ads | ☐ Local outreach | ☐ Repeat customers | ☐ Other |

WHAT DO MY BEST CUSTOMERS BUY?

WHY DO THEY CHOOSE ME?

HOW DID THEY FIND ME?

THREE THINGS CURRENTLY PRODUCING THE BEST RESULTS

GROWTH STEP #03

FIND YOUR BIGGEST BOTTLENECK

Find the biggest constraint instead of trying to fix everything at once.

ATTENTION

People don't know the business exists.

LEADS

People see you, but few become interested.

SALES

People are interested, but aren't buying.

ORDER VALUE

Customers buy, but spend very little.

REPEAT BUSINESS

Customers buy once and disappear.

CAPACITY

You can't handle much more work.

PROFIT

Revenue grows, but too little remains.

MY BIGGEST PROBLEM RIGHT NOW**HOW DO I KNOW?****WHAT NUMBER COULD PROVE IT?****WHAT WOULD IMPROVE IF I FIXED IT?**

GROWTH STEP #04

GET MORE FROM EXISTING CUSTOMERS

Your next customer may already be a customer.

REPEAT PURCHASE

Can they buy the same thing again?

REPLENISHMENT

Does something need replacing or refilling?

MAINTENANCE

Will they need service again later?

NEXT STEP

Is there a logical next offer?

CUSTOMER BOUGHT

LIKELY NEXT NEED

WHEN MIGHT THEY NEED IT?

HOW WILL I RECONNECT?

WHAT WILL I OFFER?

GROWTH STEP #05

INCREASE YOUR AVERAGE SALE

Build a better offer without pushing customers to buy things they don't need.

BUNDLE

Combine related products or services.

UPGRADE

Offer a higher-value version.

ADD-ON

Offer something useful alongside the main purchase.

PACKAGE

Turn individual services into a complete solution.

CURRENT AVERAGE SALE

TARGET AVERAGE SALE

MAIN PRODUCT / SERVICE

USEFUL ADD-ON

POSSIBLE BUNDLE

POSSIBLE PREMIUM OPTION

GROWTH STEP #06

BUILD REPEATABLE MARKETING

Turn what works into a process you can repeat.

WHERE DO CUSTOMERS COME FROM?

WHAT MESSAGE GETS THEIR ATTENTION?

WHAT ACTION DO I WANT THEM TO TAKE?

ATTRACT > CAPTURE > FOLLOW UP > CONVERT > MEASURE

CONTENT / POSTS PER WEEK

OUTREACH PER WEEK

FOLLOW-UPS PER WEEK

OFFERS MADE PER WEEK

LEADS GENERATED

SALES GENERATED

GROWTH STEP #07

CREATE SIMPLE SYSTEMS

If a task happens repeatedly, it should eventually become a process.

REPEATABLE WORK I DO

- | | | | | |
|--|--------------------------------------|--|--|---|
| ☐ Answer inquiries | ☐ Send quotes | ☐ Take payments | ☐ Onboard customers | ☐ Fulfill orders |
| ☐ Schedule appointments | ☐ Follow up | ☐ Request reviews | ☐ Post content | ☐ Order supplies |

TASK TO SYSTEMIZE

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

WHO CURRENTLY DOES IT?

HOW OFTEN?

GROWTH STEP #08

AUTOMATE OR HIRE?

Use this order: eliminate, simplify, automate, then delegate.

ELIMINATE

Does this task need to happen?

SIMPLIFY

Can you reduce the steps?

AUTOMATE

Can software handle all or part of it?

DELEGATE

Does it still require a person?

TASK

HOURS PER WEEK

- | | | |
|------------------------------|-----------------------------|--------------------------------|
| ☐ Yes | ☐ No | Directly makes money |
| ☐ Yes | ☐ No | Can eliminate it |
| ☐ Yes | ☐ No | Can simplify it |
| ☐ Yes | ☐ No | Can automate it |
| ☐ Yes | ☐ No | Requires human judgment |
| ☐ Yes | ☐ No | Should delegate it |

GROWTH STEP #09

TRACK THE NUMBERS THAT MATTER

Use a small dashboard that helps you make decisions.

NUMBER	THIS WEEK	LAST WEEK
Revenue	<input type="text"/>	<input type="text"/>
Profit	<input type="text"/>	<input type="text"/>
Leads	<input type="text"/>	<input type="text"/>
New Customers	<input type="text"/>	<input type="text"/>
Average Sale	<input type="text"/>	<input type="text"/>
Repeat Customers	<input type="text"/>	<input type="text"/>

WHAT CHANGED, AND WHY?

GROWTH STEP #10

AVOID GROWING TOO FAST

Before adding cost, check demand, profit, capacity, process, cash, and measurement.

DEMAND

☐

Yes

☐

No

PROFIT

☐

Yes

☐

No

CAPACITY

☐

Yes

☐

No

PROCESS

☐

Yes

☐

No

CASH

☐

Yes

☐

No

MEASUREMENT

☐

Yes

☐

No

WHAT PROBLEM AM I SOLVING?

WHAT EVIDENCE SAYS THIS IS THE RIGHT SOLUTION?

GROWTH STEP #11

YOUR 7-DAY BUSINESS GROWTH CHALLENGE

Find one growth opportunity and work on it.

DAY 1 - CHECK THE NUMBERS

What stands out?

DAY 2 - FIND THE BOTTLENECK

My bottleneck:

DAY 3 - TALK TO CUSTOMERS

What did I learn?

DAY 4 - IMPROVE THE OFFER

What will I test?

DAY 5 - SYSTEMIZE ONE TASK

Task:

DAY 6 - REMOVE ONE BOTTLENECK

What changed?

DAY 7 - CHOOSE THE NEXT 90 DAYS

My 90-day goal:

GROWTH STEP #12

BUSINESS GROWTH SCORECARD

Click one score for each statement: 1 = needs work, 5 = strong.

1. I know which products or services make the most money.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
2. I know where my best customers come from.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
3. I know my biggest current bottleneck.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
4. I have a plan for repeat customers.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
5. My marketing is becoming repeatable.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
6. My recurring tasks have a process.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
7. I track the numbers needed to make decisions.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
8. I know what I should improve next.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

TOTAL SCORE / 40

LOWEST-SCORING AREA

FIRST THING I WILL IMPROVE

YOUR 90-DAY GROWTH PLAN

CHOOSE A DIRECTION. MEASURE IT. BUILD AROUND WHAT WORKS.

MY 90-DAY GOAL

THE NUMBER I WANT TO IMPROVE

CURRENT RESULT / 90-DAY TARGET

MY BIGGEST BOTTLENECK

THE ONE THING I WILL FOCUS ON

WHAT I WILL STOP DOING

WHAT I WILL SYSTEMIZE

WHAT I WILL MEASURE EACH WEEK

GROW SMART.
BUILD BIGGER.

