

Zero to Millions: Roadmap through Key Stages of Business Growth (and how to win at each stage)

STAGE	RESOURCES NEEDED	DON'T NEED	LEAD GEN	CORE OFFERS	STRATEGIC SKILLS	MINDSET SKILLS	ASSETS CREATED	EMOTIONS	COMMON MISTAKES
STAGE 1 \$0 – \$75,000 Glorified EMPLOYEE Cash Connection Clarity	Coaching & Training Virtual Assistant Web Designer Graphic Designer TIME: 75% Core Skill	5-page Website FB Ads Blog post Pod Cast Webinars Major Products Joint ventures Paid social Media Hiring staff Creating products Writing book Group Programs On-line Programs Paid Traffic Hosting Large Events Marketing automation	Networking Testimonials Online Networking Sponsorships (optional)	Premium Signature Package (1-1) Profitable Discovery Sessions (Client Enrolment) Downsell Freebie	PREMIUM Signature System Basic Messaging Networking Follow-Up Sales Paid Networking	Charge what your worth Connect with people Share your message Ask for what you need Ask for the sale Manage your time	Premium Signature Package 1- page website Business Card Freebie Email follow-up sequence Download page for freebie Sponsorship collateral	Cash flow & emotions are roller coaster Frustration - Why is it taking so long? Overwhelm -- There's so much to learn & to do Feel great – overcome technical challenges Overwhelm – where do I start? What's the thing I need to focus on first? Loneliness – no one else you know understands the world of entrepreneurship; you should just get a JOB Self-doubt causes procrastination	Dabbling at other levels when your costs aren't covered. Busyness – Going to networking & never booking a sales call Spending time on social media without ever leading to sales.
RESULTS For Stage 1 ACHIEVERS CLUB	\$75,000		Message Clarity	Core Skills			Get rid of some things on your To-Do List and focus just on these items.		

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STAGE 2 \$75,000 – \$200,000 MANAGER <u>Leverage Delegation Systems</u>	Coaching & training Web & graphic designer Virtual Assistant Bookkeeper Video Editor* Content editor* TIME Keep spending 50% of your time on Stage 1 revenue generating Spend 30% time on new marketing skills Spend 20% on other new skills	More than 3 offers Low-end offers for offline Administrative or technical tasks especially bookkeeping Host major events	Speaking Networking Testimonials Online Networking Sponsorships (optional)	Leveraged Group Premium Signature Package Freebie Down sell Profitable Discovery Sessions	Speaking Mastery Signature Talk Creation Beginning video Follow Up for speaking Structuring & Selling groups Intermediate Messaging FB Live List built Podcast/blog	Be visible with your message Comfort with technology Delegation Comfortable earning more Manage your time. Charge what you're worth Connect with people Ask for what you need	Signature Talk Follow up System CRM Video System Warm List MODELS FOR EXPANSION: Associate model Certification Agency Information Marketing	Resistance - It's just easier for me to do it myself! There's still so much to do. Finally I'm making some money but I don't have time to spend it. You have more confidence and clarity. You have more fun because you are working with clients you love and you are being well paid for your superpower! You're always thinking about your business. Feel like you're on a hamster wheel. If you're experiencing boom-bust cycles, it's because your marketing is sporadic because you are doing fulfillment & everything else.	Don't want to delegate so you do it yourself. Fall back into EMPLOYEE activities or slip into CEO activities! Not putting into place adequate hiring systems. Starting online courses without sufficient tribe or email list Going too big too fast!
RESULTS For Stage 2	Revenue Consistency				Signature Talk	Revenue Consistency			

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STAGE 3 \$200,000 - \$500,000 CEO <u>Expansion</u> <u>Scale</u> <u>Leadership</u>	Coaching & Training Email Management Project Management VA/Customer Support OBM/Implementer Copy writer Web/graphic designer Video Editor TIME 25% managing team 25% guiding biz 25% marketing /sales content 25% Service fulfillment		Live event Speaking Online funnels Social Media JV/Affiliate Partners Paid traffic Sponsorships FB Live Networking Referrals	Scalable core program Facebook Ads Monetizing Offers Multiple Freebies	Delegate Awesome copy Managing team Managing associates Funnel mastery Video Mastery Webinar Mastery List building Business Growth FB Ads* Affiliate marketing* Social Media	CEO Mindset Managing Team Revenue vs. profit Being visible Managing time Connect with people	Premium Signature System Expanded Website Business card Multiple Freebies Sponsorship Collateral	I love this!! I have FREE TIME! I know what I have to do. The word NO enters your vocabulary. You recognize that the sky is the limit. No longer working in your biz but ON it. Mindset Hiccups: who am I to make this much money?	Playing small. Micro-managing things instead of leaving it for the team. Don't develop your own leadership skills to allow your team to do their own jobs.
RESULTS For Stage 3									

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STAGE 4 \$500,000 + LEGACY <u>Diversity</u> <u>Movement</u> <u>Competition</u>	Diversity since the original business operates without you daily Consider exit strategy; legacy or movement Maintaining market position Responsible leadership & keep eye on competition	Dabbling in any of the other stages because you are bored.... Client creation Hiring						You want to leave some type of legacy – movement YES – I've made it but what's next It isn't about the money anymore Might get bored - - diversity	Dabbling in other parts of your business instead of leaving it to your trained Superstars.
RESULTS For Stage 4									