



BUSINESS GROWTH CHECKLIST

STAGE 1: Glorified Employee

- Set up the financial basics (bank accounts, payment methods, bookkeeping)
- Identify the ONE problem you solve; have 10 conversations
- Clarify your marketing message into simple language
- Create a SIGNATURE System (or core offer); sell 10 & collect testimonials
- Build a starter website with a lead magnet including nurture emails
- Identify your Entrepreneurial DNA and work within your zone
- Establish social media presence including a group; begin creating consistent content
- Get training and support

STAGE 2: Manager

- Refine Signature System; raise prices; launch offering 2-4 x a year
- Shift from selling 1:1 to 1:many (i.e. groups)
- Host webinars, workshops, challenge; find speaking opportunities with Sign. Talk
- Increase your visibility by pitching yourself for guests on podcasts, etc.
- Grow your email list; create 2nd lead magnet and weekly content
- Create SOP's; hire a virtual assistant, bookkeeper
- Pay yourself a regular paycheck; take 4 weeks vacation
- Continue to get training & support

STAGE 3: CEO

- Upgrade your brand, website, etc. and create your own intellectual property
- Grow list with JV partner, affiliate and/or paid advertising
- Seek out media opportunities; continue speaking; host own events
- Create next level offerings i.e. masterminds, retreats, certifications
- Focus on leveraged income activities
- Automate sales funnel; increase lifetime sales per client
- Outsource day-to-day admin operations & customer service;
- Continue to get training & support

STAGE 4: Legacy

- Ensure that your business remains competitive; does not become obsolete
- Start a movement or charity
- Craft your exit strategy or diversify