

# Steps to Grow Your Business 10x in 2016

Step 1 is to really think, and be clear, about your answers to these 4 questions:

Why are you growing your business?

What are your goals for 2016?

What are the benefits/rewards of achieving your goals?

What are the consequences if you don't?

Step 2 is to maximize your time and productivity:

Constantly ask yourself:

***“Is what I’m doing right now moving me towards or away from my goals?”***

**A.** List **all** the activities which take up the time you have to build your business. For example your website, paperwork, projects, ordering, sales, follow-up, meetings...

|         |          |
|---------|----------|
| 1 _____ | 2 _____  |
| 3 _____ | 4 _____  |
| 5 _____ | 6 _____  |
| 7 _____ | 8 _____  |
| 9 _____ | 10 _____ |

Use more paper if necessary

**B.** List three things you are really good at.

|         |
|---------|
| 1 _____ |
| 2 _____ |
| 3 _____ |

**C.** What are the three most important *income producing* activities in your business?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**D.** What are the three *most important activities* that you are weak at or would rather not do?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**E.** Who could do these activities for you?

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Or, how could you do them better at in less time?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**F.** Name one time-consuming activity that you are going to say "NO" to, or that you can delegate to someone else right away.

\_\_\_\_\_

\_\_\_\_\_

What immediate benefit will you get from this decision?

\_\_\_\_\_

\_\_\_\_\_

**As you work constantly ask yourself**

*“Is what I’m doing right now moving me towards or away from my goals?”*

**Step 3 is to determine who your customers/clients really are:**

*Don’t be fooled into believing your customers are “everyone” or “everyone who does/is x”*

Think of the Chiropractor who, when asked who his ideal patient was, said “Anyone with a spine”! This is incredibly important because you don’t have the resources or money to chase down everyone who could use your product or service. Instead you must focus on your ideal client – the type who has the need and money for your product/service, the type you like working with, the type who will give you referrals...

Create an “avatar” of your ideal client. The more detailed you can be the better. How old are they? Married? Single? What kind of work do they do? What hobbies/activities do they do? Where do they shop? Where would you find them? What do they read? Which websites do they visit? If your clients are businesses, then work through the similar questions but as they apply to a business.

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**Step 4 is to determine how you handle the “after the sale” stage**

What do you do after you have sold your product or service to a client? Do you follow-up to ensure everything met their expectations? Do you send out newsletters? Ask for referrals? Have auto-ship? Check-in with them?

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**Step 5 is to sell more to existing clients**

If you sell a product or service that your clients need on a reoccurring basis have you made it simple for them to reorder? Do you measure repeat business? What else do you sell that your existing clients may need?

## Step 6 is to get more clients

This is where the avatar of your ideal client comes in. You must “fish where your fish are.” Knowing what they do and where they hang out (both physically and online) is a great help in directing your marketing efforts. Take a few minutes to think about where they are and how you could reach them.

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## Step 7 is to always be marketing your business

You don't want to come across as a sales person but you should have business cards on you at all times and be able to answer “What do you do?” in a short sentence that leaves the person asking wanting to know more. It is really worth considering this. Don't just state your job title or what your company does.

So - What do you say when someone asks what you do?

## Step 8 is to create your action plan

From these answers create an action plan and goals for the next 12 months. Some people find this incredibly intimidating. If you are one of them then at the very least create a plan for the next week, or better yet the next month. Whatever plan you make take time every day to review and make sure you are taking only the actions needed to move you towards your goals.

Most likely you have formed the bad habit of not focusing on your objectives. Get crystal clear on what will take you to your goals and don't let anything get in the way.

Accountability is a vital element of success. Consider having a close friend or business associate hold you accountable. An even better idea is to hire a coach!

***Remember this:*** *If it were easy then everyone would be doing it!*

**As you work constantly ask yourself**  
*“Is what I'm doing right now moving me towards or away from my goals?”*