

SCALE

Seven Proven Principles to Grow Your Business and Get Your Life Back

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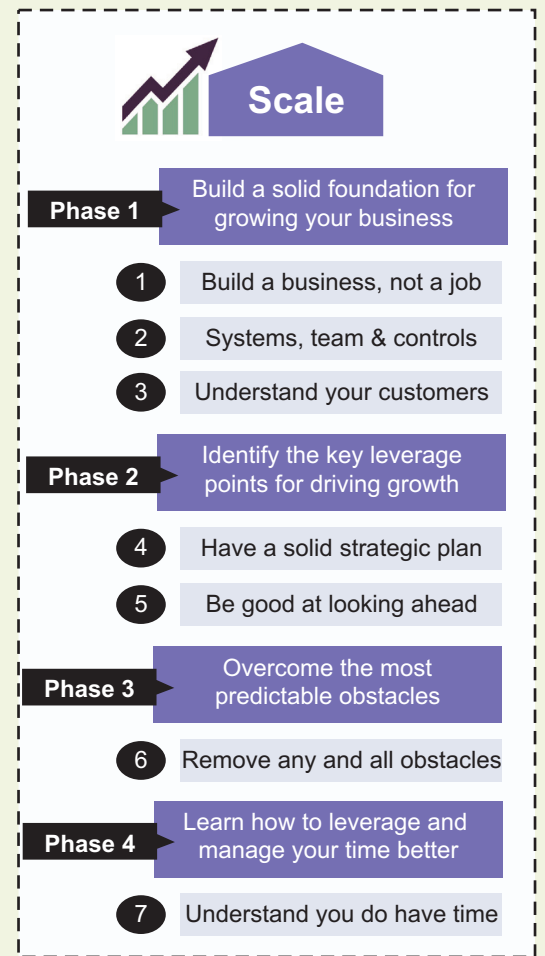
The Web site for this book is at www.ScaleYourBusinessToolkit.com.

ISBN 978-1-77544-841-9

MAIN IDEA

Loads of people are today getting the entrepreneurial bug and starting their own businesses. That's all well and good if you decide to take the plunge but if you're not careful, all you can end up doing is creating a job for yourself rather than a business that you can grow and one day sell.

To move beyond self-employment, you have to build a scalable business the right way. You do this by radically reducing the company's reliance on you, the owner. Scaling a business usually involves seven key principles, spread over four phases:



Phase 1 – Build a solid foundation for growing your business Pages 2 - 3

To scale your company and reduce its reliance on your input and efforts, you first have to build a solid foundation. The best way to do that is to understand the context of your company – the market you serve, who you compete against and where you want to be positioned in the marketplace. Understand this and you get clues on how to grow.

- 1 Build a business, not a job
- 2 Systems, team & controls
- 3 Understand your customers

Phase 2 – Identify the key leverage points for driving growth Pages 4 - 5

Every business has leverage points which can be utilized to drive rapid growth. Once you understand those, you then generate a clear, actionable one-page plan which everyone can use to execute your chosen strategy. Update this every 90-days to keep it relevant.

- 4 Have a solid strategic plan
- 5 Be good at looking ahead

Phase 3 – Overcome the most predictable obstacles to growth Pages 6 - 7

Everyone assumes their business is unique but the odds are high if you want to scale your business, there are really just five systems you will need to build up: (1) Sales / Marketing; (2) Operations; (3) Finance; (4) Team; and (5) Leadership. All of these systems have to be bulked up if you're going to scale successfully.

- 6 Remove any and all obstacles

Phase 4 – Learn how to leverage and manage your time better Page 8

Everyone is busy so you're probably wondering how you're going to find the time to scale. The solution is not to work more hours but to use time mastery strategies to carve out at least eight hours a week you can use to grow your company. It's feasible if you approach this the right way.

- 7 Understand you do have time

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