



HOW TO GROW A BUSINESS: SCALING STRATEGY

WHAT IS SCALING?

Scaling a business is the process of setting your business up for the next stage of growth. The goal is to put your business in a position where it can grow without major set backs. Scaling involves a great deal of planning, setting up new standard operating procedures or SOP's, as well as putting out fires. It's not uncommon for businesses to even temporarily lose revenue or profit while they are scaling. That's okay, the point of scaling is to get your business into a position of continuous growth.

YOUR PLAN

a) How to compound your success

- Marketing
- Hiring
- Systems
- Management
- Customer Service
- Accounting & Taxes

YOUR EXPERTISE LIMIT PLAN

a) What am I bad at that I need to immediately hire out and what am I good at that I can do now and hire out later

YOUR NUMBERS

- a) How much do you make
- b) How much is profit

YOUR FAT

- a) Saving
- b) Contractors/Assistant on Hand

YOUR CREDIT

- a) How is your business credit
- b) How much capital and loans do you have at your disposal

YOUR CULTURE

- a) What type of manager are you
- b) What do you want your employees to think of the company they work for
- c) What do you want your customers and competitors to think of your company

YOUR EMPLOYEES

- a) What specific qualities are you looking for
- b) Where are you going to find them
- c) How are you going to qualify them and interview them
- d) How will you train them
- e) How will you support them and keep them happy productive employees

YOUR CUSTOMERS

- a) The issue is everything has to be done at scale or done multiple times with as little communication as possible between multiple people, department, and channels
- b) What niche are you targeting
- c) What problems are you helping them to solve

YOUR CHECKS & BALANCES

- a) How are you going to make sure that everything so far laid out in your plan is going to be carried out
- b) What follow ups are in place

YOUR SUPPORT NETWORK

- a) A group of people who are also in the process of scaling or growing
- b) This is not a group of new people



THANK YOU!

Connect with us at powerupmedia.com to learn more about how you can scale your business effectively.