

How to Build a Scalable Business

Unlock Your Business's Full Potential for Rapid
Growth and Maximum Profitability



Student Course Book

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Introduction

Every business owner wants to increase their revenue without getting burned out. Usually, that involves growing the company. But when a business grows too fast, it makes itself vulnerable to a range of problems. These come from not having created a solid foundation that can support rapid expansion.

Scaling a business involves taking a planned approach to growth which lessens the risks and ensures you have the right foundation to sustain expansion in the long-term.

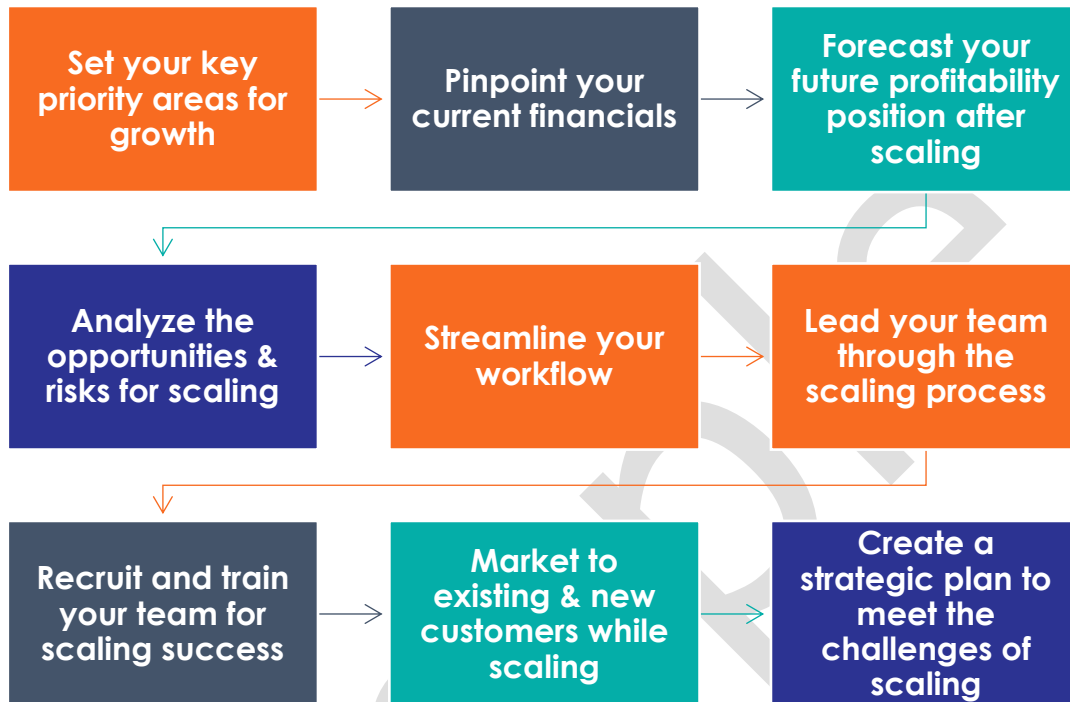
It's about using your existing resources in the most efficient way, rather than spending huge amounts of money to hire more staff, build new offices, or launch nationwide marketing.

Sometimes this type of investment makes sense, but only if it's covered by a quick return, either in increased revenue or decreased costs. For example, you may need to invest in an automated packing machine that will increase output and revenue, but which won't add to staffing levels.

Very few business owners want their business to stay small forever. But you also don't want to be forced to turn down orders because you don't have the infrastructure to cope. And you certainly don't want to lose customers because you don't have the processes in place for the inevitable increase in customer support required.

In this course, you'll learn how to scale your business in the best way for you. You'll discover how to build the foundational processes that you need in place before you scale, and how to manage the risk associated with any far-reaching business initiative. By the end of the course, you will have developed a strategic plan for scaling your business and be on course for sustained future growth.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize the importance of creating a solid foundation to support business growth so that you can achieve your business goals through scaling
- Examine the forces that drive scaling your business and set your key priority areas for growth so that you can focus as you plan your scaling strategies
- Analyze your current financials and forecast your future profitability position after scaling so that you have a clear picture of where your business is today and where it needs to go

- Evaluate the opportunities scaling your business brings and the risks you may face so that you reach a balanced decision about moving forward
- Identify processes that can be automated to streamline your workflow for greater efficiency so that you can meet increased demand
- Equip your team with the communication systems and leadership needed to navigate the change process with confidence
- Recruit and train the team you need to make scaling your business realistic
- Communicate that you're scaling up in your brand messages so you can engage more followers in the journey and build your community
- Market to existing and new customers while scaling to enlarge your customer base and make more sales
- Create a strategic plan and map out the actions you're going to take to meet the challenges of scaling your business
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into six major modules and individual lessons to take you step-by-step through the process of developing a strategic plan for scaling your business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, let's get started!

Module 1 – How Scaling Your Business Prepares for Growth

All businesses want to grow, but to succeed you need a planned approach.

In this first module, you'll get clear on what scaling implies for your business and what your reasons are for making this change.

- **Lesson 1: What is "Scaling"?**
- **Lesson 2: Get Your Business Ready**

Lesson 1: What is “Scaling”?

There’s often a confusion between “growing” a business and “scaling” a business. Let’s get clear on the differences before you leap in.

“Growing” a business means increasing revenue, but you're likely also using more resources, such as hiring staff to deal with more customers or to try to win more prospects.

For example, if you’re a consultant who wins a bidding process, you may be tempted to grow your business and hire another six consultants so you can respond to the volume of the project. However, once that project is completed, you may not need those other consultants, so you let them go. Your business returns to the size it was.

This yo-yo method might work for a while, but it doesn’t create a solid base from which the business can develop and reap long-term benefits. It isn’t sustainable to add people and resources only when you need them. And adding resources costs you money, so it will impact any increased profit you gain in the process.

“Scaling” is about increasing efficiency and productivity to support further growth without significantly adding resources. You’re equipping your business to handle increased demand without incurring a lot of extra expenses. This means you're bringing in more money with less effort.

For example, your team shifts to a cloud-based operation. You’re essentially scaling with systems, so it doesn’t incur many extra costs, yet efficiency improves by a significant percentage. This makes scaling a sustainable way of growing. Your revenue increases but without a substantial increase in costs.

How To Approach Scaling

Scaling involves growing your business in a measurable, planned method rather than reacting in an ad hoc way to increased demand.

For businesses that are in an early stage, you can start building in scalability from the start with systems and processes that can later expand.

It helps to plan ahead. However, many entrepreneurs aren't that organized.

If you started a business at your kitchen table by turning a hobby into a revenue generator, you were just happy to start making sales. You probably put together systems that were free or low cost and which did the job quickly. If you were doing everything yourself, you likely had little time to plan.

That's a fine approach to starting a business, but it's not sustainable for scaling a successful business. You'll eventually burn out and lose all the joy you once had in your business.

Can All Businesses Scale?

While all businesses have the potential for growth, some are better placed to scale than others.

Your business needs to have a big enough market to allow room to grow. If you've chosen a very tight niche that has a tiny audience, that will be a restriction to growth.

Service businesses face challenges if their business models rely exclusively on one person's skills. For example, a 1:1 coach who is trading time for money only has 24 hours in a day, and they need to sleep and eat sometime. Unless that person could train others to coach, they can't take on more clients.

If that's your situation in your service business, then don't despair. You may need to look at changing your business model. For example, coaches adopt

ATTENTION:

This is only an excerpt from our full course **How to Build a Scalable Business**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.