

# Create Your Business Growth Plan

Identify Exactly What You Need to Do to Grow Your Business to New Heights



**Course Book**

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# Introduction

**H**aving a successful business isn't just about getting more leads and selling more products. Those are important to ensure your business survives, but they won't necessarily help you achieve all your business goals. To truly grow your business, you need to create a plan and stick to it.

If you're ready to grow your business, vague, haphazard ideas won't get you very close to your goals. You need to strategize for growth in a systematic way. By following a growth strategy, you'll know exactly where your business is headed and how to get there.

Making the decision to expand your business is exciting. It means you're already delivering the products and services people want and making your customers happy. But it's also a challenging period as you face risks around expansion. Coming up with an actionable plan will help you mitigate the uncertainties.

Before you grab the pen and paper and start writing your business plan, you need to thoroughly assess your current situation. This will put you in the best position to decide what modifications and innovations will have the greatest impact on your business growth.

In this course, you'll methodically review all aspects of your current business and identify what you have going for you and what might be working against you. Once this assessment is complete, you will be ready to take your insights and follow the step-by-step guide to plot your Business Growth Plan which will lay the stepping stones for your future.

## Learning Objectives:

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

- Take a fresh look at why you are in business and what your aims are for your business growth, so that you can reconnect with what motivates you
- Reaffirm your ideal target market and specify your ideal customer profile, so that you know exactly who to market to
- Get a snapshot of the financial situation of your business, so that you understand the resources available to you
- Define what you do well as a business, so that you recognize what already works for you
- Assess the places in your business where you aren't performing strongly, so that you can take steps to lessen or eliminate those weaknesses
- Identify your business opportunities to see where growth can come from, so that you tap into any hidden potential
- Flag the external conditions that could hinder your business growth, so that you are aware of what you need to do to mitigate them
- Take a look at your current marketing and its effectiveness, so that you know what to focus your efforts on
- Review how your current team members are working individually and together, so that you can identify changes to make for greater productivity
- Examine your current business processes and tools to assess if they're delivering what you need, and to make sure you have the most up-to-date systems

- Put together a comprehensive Business Growth Plan for the next 12 months that will guide and support your success goals
- Review your Business Growth Plan and identify your next steps, so that you can achieve the goals you set for this course

This course is broken down into 12 modules to take you step-by-step through a comprehensive review of your business and the creation of a Business Growth Plan.

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.

### **Expectations**

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, we can get started.

# Module 1 – Reconnect With The “Why?” Of Your Business

This is a turning point in the life of your business: You’ve decided to grow your business to the next level, and you’re raring to go. But before you do, you have to review what’s happening in your business right now so you can strategically plan the areas for expansion and achieve the growth you seek.

In this first module, you’ll reconnect with the vision you had for yourself and your business at the very beginning. Then you’ll refine that vision to ensure you have a clear, motivating picture of where and why you want to grow your business.

## Why Did You Create Your Business?

Before you started your business, you had a picture in your head of how you wanted your future life to look. That dream spawned the vision that inspired you to get going and start your own business.

As time passes and you get caught up in the minutiae of day-to-day business activities, it’s understandable to lose your connection to this initial vision. However, now that you want to grow your business, it’s important to revive that motivation, since it will carry you through the stages ahead.

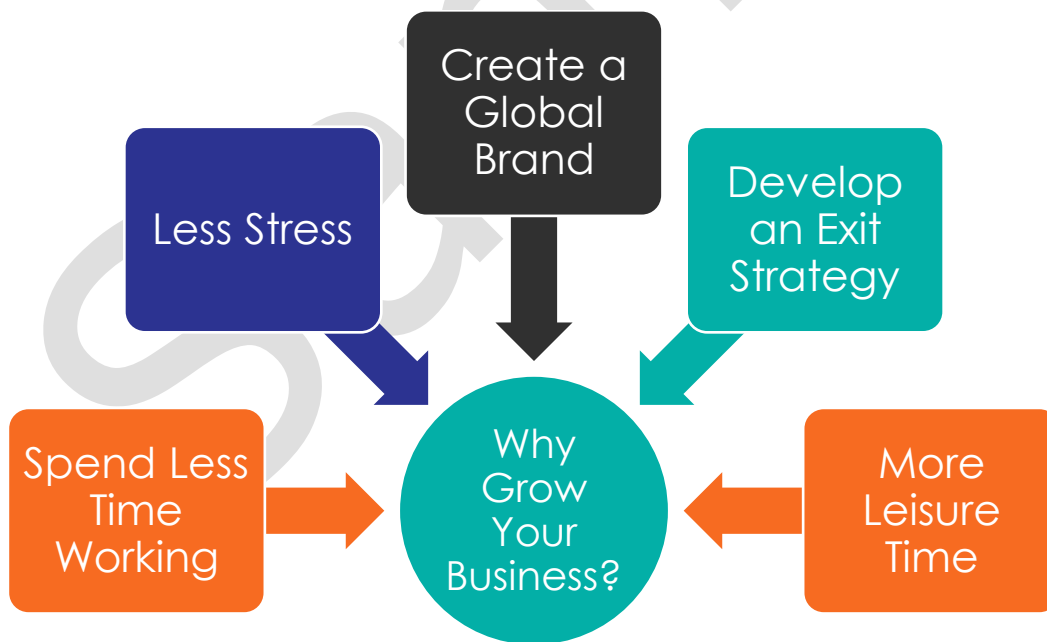
Think back to when you were starting out and why you went into business. It could have been to escape the 9-5, to give your children a better education, to have more freedom, to follow your passion, or something else entirely. Over time our goals change, so you need to revisit your original “Why?” to see if it’s still valid for you and your current lifestyle. Is that

“Why?” still relevant to you? If it is, then you have your business mission; if it isn’t, then you need to connect to what compels you today.

To make sure you don’t lose this connection in the routine working day, find a visual representation to remind you why you’re in business. It could be an inspirational quote, a picture, an object, a symbol, or something else that is meaningful to you. You may know instantly what this will be or you may need to take time to think about it. Once you have it, make sure it’s somewhere you can see it every day – on your desk, on your laptop, or your phone for example.

This is your starting point. You also need to define the end point: the “Why?” of growing your business. This is your business mission.

Many people want to grow their business to make more money. But there are many other reasons:



- To cut down on the time spent in the business and do less
- To have less stress and worry, and have others manage the day-to-day
- To create a global brand
- To develop an exit strategy so you can sell the business or retire from it
- To have more time to travel or help in the community.

You may have other motives, and some may be linked. You might want to develop your exit strategy and you know that if you build your business, then the financial returns when you sell will be greater. Your reason for selling may be to have less stress, find more time to travel, and so on.

Always ask yourself what your ultimate motivation is. If you want to make more money, it's unlikely that your driving force is just to see cash accumulate in the bank – you want the money *for* something. That something is your “Why?”

Whatever your aims are, you need to be clear about where you want to go with your business growth from the start. This will help you plot your roadmap and define the milestones you need to follow to get you to that destination.

## Your Business Growth Options

There are a number of ways to grow a business which is already operating successfully. We'll be going into the details of this later in the course, but for now brainstorm some ideas of how you might bring about growth so you can quickly see the possibilities. For example, you could:



**ATTENTION:**

This is only an excerpt from our full course Create Your Business Growth Plan. The full, customizable course contains 12 modules and an introduction module.

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

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