



Grow Your Business In 5 Days

DAY 1 - TUTORIAL #1

ONE PAGE ACTION PLAN

#1: Why Businesses STOP Growing

STEP 1: Reference the 3 components of running a successful business diagram shown in the video and in the transcript (small image shown here). They are 'Marketing', 'Process' and 'Management'.

STEP 2: Understand that to keep growing a successful business, you have to lead with sales and marketing but make sure you dedicate enough time to both 'Process' and 'Management' components. Otherwise, no matter how good your sales and marketing are, eventually your business will grind to a halt. THIS IS VERY, VERY IMPORTANT. You cannot and must NOT neglect any of the 3 business components.

STEP 3: Put time in your schedule to work 'ON' your business. 50% of this time should be scheduled for 'Marketing' and 25% each on 'Process' and 'Management'. For example, right now you should block out time to make sure you progress through this course each day. Otherwise you simply won't change or improve anything.



STEP 4: Treat your 'time' working on the business, as you would an important meeting. Under no circumstances must you cancel it, be distracted or allow others to steal this time away from you. Remove yourself from your working environment if you have to.



To unlock the true potential of your business and to sustain growth, sales and marketing are imperative to your success, but you must also spend time and energy in the 'Process' and 'Management' components of your business! This course focuses on the marketing component.

