

5 Keys to Growing Your Business Quickly and Profitably

A VISION OF YOUR OWN

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You're open for business; clients are coming in the door, but you'd like to have more. After all, you love your products or services and want to put them in the hands of more happy customers.

Chances are, though, no one ever taught you how to build your business. Marketing? Managing staff? It may seem like you spend so much time trying to increase client traffic and responding to staff concerns that you couldn't fit in more customers even if you wanted to. It's frustrating, when you know that if you could just touch more potential clients your business would grow. Here are five keys to growing a profitable business quickly and easily:



1. Do Your Homework



To build your business, you first need to know where you stand, and that starts with knowing the demographics of your target market, whether it's geographically based or simply a specific segment of the overall population.

Begin by identifying your favorite and most highly profitable customers – what traits, attributes, demographics, education, income or needs do they have in common? Those attributes will help you determine which segments of the market to focus on. Are they all male or female? Do they fall into a small age range? Do they all have children or are homeowners or own dogs? Are they all college educated?

The more you can narrow down who your ideal client is, the more effective your efforts will be in attracting more of those terrific, highly profitable clients.

2. Know Where You're Going (And Who You Are)



Imagine overhearing a conversation between clients talking about your business; what do you want to hear? What do you want to be known for?

Define what you consider to be your customers' ideal experience from the moment they contact you. Build systems to insure that every step delivers the level of service and the "look and feel" you want. You need to deliver that ideal experience regardless of the day, the staff that is present, or who the customer is. Build your systems for the business you want to have one day, not where you currently are. If you want to be a million dollar business, you need to behave like one.



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3. Track Your Key Business Metrics



Every successful business tracks key metrics; you need to, as well, and you need to start from day one.

Select three to five items to measure and track; select those items that will most show you the health of your business in a snapshot. Your business software may be able to provide a monthly report to you; post them where you and your staff can watch the trend. If you're not sure which to track, start with a list of 10; narrow that to seven; and then narrow that down to no more than five.

4. Implement Easy Marketing



I've never met a business owner who loved marketing when they started, but it CAN be done and it's immensely rewarding when you get there. Make marketing easy by building a strong referral program. When you have customers who love you, they are happy to tell their friends and family about you. Encourage them to do so with an incentive and remind them of the benefit of spreading the word about you. Clients acquired through referrals come to you farther along the trust pathway and you have the opportunity to develop loyalty more quickly and easily. The most critical element of building a successful referral program is providing stellar service. Clients that are "sort of" happy with your service won't be spreading the word you want.

5. Be The Business That The Best Staff Love



Members of your staff are the most valuable asset in your business. Be the business that the best staff wants to work at (and stay at). If you're not sure what that means, ask support staff at conferences or at on-line sites about what's important to them, what frustrates them about their business. As a business owner, you set the tone. When you are out of the office, reflect on how you want the business to feel, how you want the staff to relate to each other and to the customers and clients. Write it down and decide on 2-4 action items you resolve to take and follow through. For example, what back-up support do you want them to provide for each other?

Bonus: My clients know me for saying, "Here's one more thing...." I couldn't stop with just five here, either, so here's a bonus tip: **every client is an education opportunity**. Develop rapport and establish yourself as a resource to them, in order to become the "go to" expert they trust implicitly in your area of expertise. Listen to what clients are teaching you, as well.



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Implement these five tips and your business will grow more quickly and easily. As the business owner, that gives you additional time to enjoy newly found free time for travel, family time, whatever it is you dream of doing more.

To your success and happiness,



Helen Dutton, Business Coach
A Vision Of Your Own

About The Author

Helen Dutton is a veteran Business Coach and Owner of A Vision Of Your Own LLC. For over 10 years, she has coached CEOs and Business Owners to achieve business excellence with the mission "Achieving Excellence with Ease". Helen can be reached directly at helen@avisionofyourown.com or 603-529-2345.

