



SCALE YOUR BUSINESS

IDEA GENERATOR

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Introduction

Scaling your business is a smart way to run your business. It encompasses new, productive habits, updating processes, and paying attention to the systems that make your business run smoothly.

These guidelines and tips will help you develop the processes and systems that run your business more efficiently.

Use Branded Style Guides to Measure Quality

An efficient business is a profitable business. Your visitors and clients love consistency! Your brand should be everywhere you are online! Your team should use your guidelines, style guides, and flow that ensure consistency on your website, social posts, virtual events, content, and offers.

All of these things help build that know-like-trust relationship that a profitable business needs.

Provide and Encourage the Use of Checklists

Who doesn't love a checklist? Your team will love having a process that they use your guides, guidelines, and checklists to make sure there are minimal mistakes and omissions.

Create a New Facebook Page

This strategy works well if you are rebranding or relaunching a signature program. Give the page the name of your program and invite all of your current members of other pages and groups. Don't forget about other strategic followers!

Create a Livestream Event

Announce your new Facebook Page by creating a Livestream Event! Invite those who accepted your invitation and those who haven't responded to it by the launch date. It's recommended to make your new Facebook Page live on the same day of the event.

Let people know what the page is about, then ask them to take action on what you want them to do. It could be joining a new group you're creating, looking at your new program, or enroll to your list for a new gift. You can be extremely creative, but always keep your brand and style in mind when you create new site pages, newsletters, social media platforms, etc.

Leverage the Expertise of Others

Guest blog posts from an expert in your niche that your subscribers follow, or perhaps an interview, can significantly expand your reach. A great technique that has success has the guest on a Livestream with you!

Your Ideal Client's Journey

Do you make this mistake: assuming your new client targets have the same pain point?

Knowing the pain points for the key stages of your ideal client's journey is too important to let this slip. Create offers to solve these minor pain points and keep them moving through the funnel. A client's journey is a process, not a destination.

Merely implementing this one idea will skyrocket your image with your clients!

Use Content Reviewers

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Do you have a copy editor or a VA experienced in content writing? Have them or another team member read through all of your content. This is more than catching grammar and spelling – it's to make sure it reads fluid and clear to others. Sometimes a little tweak can make an impact on the quality of your content.

Learn to Under-Schedule

Perfectionism is a deadly mistake for your profits. There is no such thing as 'perfect,' yet people will hold off launching their programs and products. Big mistake! Taking on more than you can handle or deliver keeps you in a frantic state of chaos, which isn't good for anyone.

Impossible deadlines wreck your reputation, plus it will take its toll by making you a workaholic.

You didn't start your business to work like that!

Focus on simplifying your business. Determine how long something will take to complete and multiply it by three. Yes, multiply it by three. Block that time off on your calendar. If you need to move tasks to create that timeline, then delegate them, outsource or automate something.

Once you experience the art of under-scheduling your time, you'll discover how good it feels to have the time to get things done ahead of schedule.

Hire the Right People

Are you doing everything for and in your business? If so, you won't grow due to limitations with time. Building a team can simply begin with hiring a skilled, experienced VA for a few hours a week. Begin small, then build from there.

It's imperative that you check references, interview, and perhaps build in a 2-week trial period. Take your time to find the right person. Ask colleagues if they can recommend someone.

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Make sure they are familiar and comfortable using the tools that run your business. With millions of people to choose from, it makes sense financially and time-wise to hire people that have never worked with your autoresponder system.

Your business is only as good as your team. Remember that they represent you, so don't rush through the hiring process.

Provide Exceptional Client Care

Nothing will indicate how much you appreciate your clients by treating them like gold. Set up your client/customer care that in mind. For example, your VIP or Top-Level clients should get special access and first look at anything new you have to offer.

Create a straightforward, step-by-step process to let them know how they can get help. Your onboarding process should include these details. You do have an onboarding process in place, don't you?

Having a Help Desk with Live Chat is an excellent investment. Have an experienced Customer Care VA serve in this capacity for you. Provide clear, current FAQs, explainer videos, guides, and instructions. Let them know how, when, and where you will be personally available for their questions.

Be the Captain, Not the Crew

Letting go of doing everything is necessary if your business is to grow. That's why it is so important to find and hire qualified people. If you have always been a hands-on person, this is tough and necessary. By having all of your business systems and processes documented, you can take comfort knowing that your business can operate without you doing it all. Plus, it will be consistent.

Test Your Landing Page Content

Images, headlines, and CTAs (this includes the button text) are essential. You want to make sure your content resonates with the reader and make them take action. The best way to see how well your landing page converts is to do some tests. There are various landing page tools you can use for this purpose. Select one that automates your split-test process.

Use the Right Trigger Words

Using the results from your split-test will let you know the keywords with the highest engagement and/or conversions. Give your copywriter to use in your content. These words are steroids for your content, so sprinkle them throughout your articles, landing pages, and sales pages.

Don't Be the Roadblock in Your Business

One of the most important reasons to have your systems and procedures documented and up to date is that a teammate can handle what needs to be taken care of at any given time.

If you are the only one who knows how to do something across your business, you are headed to disaster. What if you got sick? Or, what if you wanted to take a couple of days off? What happens in your business then?

It's important that what your team handles is current in case something happens with one of them. People underestimate the power of having a Master Business Manual – sometimes referred to as SOP (standard operations and procedures).

Get Quality Rest

New business owners recognize that sleep is vital yet hard to do. To make the best decisions and function is to make sure you get quality sleep. This means complete disconnection from the outside world, so turn off your TV
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and Mobile (plus laptops and smart tablets). Put them in another room if you need to avoid 'checking in real quick.'

FACT: 'Checking in real quick' is a myth! Between social media activity, emails, etc., you are putting yourself back into active mode mentally. Don't do this! Everything that happens overnight will be there in the morning. Make your bedroom your sanctuary.

Focus on Relationships and Retention

Creating new offers is essential. However, you need to keep your existing clients engaged and return for more. Investing in the relationship is the core of business success at any level. Never underestimate the power of serving, helping, and interacting with your subscribers and clients.

Master Perseverance

With all of the moving parts of a business, it's not uncommon that there may be times that you experience failure. This should not discourage you, as you can use it as a learning experience. Recognize that the 'weaknesses' you have are likely the same secret fears of your clients. The fact you embrace and conquer those weaknesses make you stronger in the long run.

Strategic Milestones

A physical milestone along the road is an indication you are moving in the right direction of your destination. It's an indicator and affirmation that you're making progress.

Identify changes, implementations, launches, and events that **MUST** happen this year for your business to scale-up successfully. Set these milestones, give them significance by actively and steadily working toward them.

Be Selective

When experts in your niche approach you about a JV opportunity, it is exciting and feels like you have finally reached the success you dreamed of. But keep your focus on your brand. You don't have to say 'yes.' Turn down opportunities that confuse your brand presence in your audience's mind.

When you focus on what you are passionate about and what your clients need, you build a priceless reputation. Don't risk it by joining with someone who doesn't provide your clients with what they need.

Systematizing is an Ongoing Process

Running a successful business is all about repeatable processes. As your business grows, keep documenting everything. Change your autoresponder vendor? Update the system! Many things change in your business. Keep your eye on areas that may require updates on doing things.

Hiring a new team member doesn't have to be stressful As long as you don't have to personally train them how to do their role in your business. Remember that consistency means a lot to your clients and audience.

Scaling your business requires courage, determination, and action. The organization keeps the gears moving. Put these tips into your business today and realize the freedom of having systems in place!