

A vibrant purple-themed illustration representing business growth. In the center, a stylized bar chart with blue bars is topped with a large, glossy yellow arrow pointing upwards. A small figure of a person stands on the highest bar, holding a flag. To the left, a laptop screen displays a document with placeholder text. On the right, a blurred image of a person is visible. Decorative elements include white upward-pointing chevrons and a grid pattern in the background.

# SCALE YOUR BUSINESS

**TEXTBOOK**

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## Introduction

What's your first thought when you hear the terms "up-scale your business" or "next level business growth"?

Many people think it means you need to spend more money, go through more training and that it is overall complicated to do.

That's not accurate. In many situations, you end up lowering your expenses.

And the good news? It is simple, logical, and any business can execute it. While the process itself is simple, keep in mind that you will need to spend time putting everything together. The result will more than make it worth it!

Imagine how you will feel knowing exactly where your business is at all times. The freedom you experience allows you to step back and let your team handle the day-to-day operations for you.

People will be attracted to you and your business when it is such a well-oiled machine. Your efficiency means your clients can depend on getting what they need from you as they become your greatest supporters.

## Document and Systemize All Processes

This alone will save you time, provide consistency throughout your business and give you confidence that your business will function flawlessly. For any process that happens more than once, a documented system helps you get more things done.

Why should you take the time to document your business processes? The first thing is that once you have it set up, you won't have to do it again. If you change, for example, your autoresponder, that single process will need to be updated.

Documented procedures and processes perks:

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- Simplify and Standardize Repetitive Tasks
- Prevent miscommunication
- Streamline and Free Your Time
- Avoid mistakes and errors
- Organization
- Brand consistency

It's terrific that your VA knows what to do. However, what happens if she's sick or leaves? You don't want to have to train new team members from scratch. There will be a learning curve with some things potentially falling through the cracks unnoticed.

Part of streamlining your business includes backup plans for emergencies. These happen – illness, tornados, power surges, computer crashes, etc. Most business owners know to back up your content and website but fail to have backup plans for your systems and procedures, too, so you can work through emergencies and be prepared to expand your team at any time immediately. New training will be efficient and effective.

There are two basic yet reliable practices:

## **For every process, you perform...**

- Record the steps and specs
- Print out and place in your Master Business Manual (MBM)
- Have an accessible digital copy of your MBM for your team

## **For every piece of software or online platform your use...**

- Locate and download the official manual
- Save these in their directory
- Share it with your VA as part of her welcome package

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- Share the spec sheet or style sheet with your VA

Document every new procedure, system, or process as you add something to your business. For example, if you change your autoresponder, the old one should be removed, and the appropriate documentation for the new one should be created.

If you don't have an MBM (Master Business Manual), you need to create one. This is a record of all of your essential business documents. Print it and place it in a binder and have a digital version. Some information should not be available online.

You should have a Master Password Manager to protect your passwords. Do not have it anywhere online. You should keep it in your desk drawer or the printed MBM.

Some ideas of what you should include in your MBM:

- Style Guides for Content and Graphics
- Branding Information
- Guide Sheets or Specs
- Your Mission Statement
- File List for Important Files
- Your Emergency Plan (if something happens to you)

If you've been in business for a while and you don't have an MBM, you may feel overwhelmed at the thought of everything you need to document. Don't!

Begin with one process at a time. Keep in mind that you don't have to be the one to create everything. If you have a VA or a team, have the person who uses the process to create it. Then, review everything for accuracy.

Create a list of every system and process you need to document. Refer to your business plan to see if there's any area you missed.

If you don't have a business plan, create one.

## Create Workflows for Productivity

There are many tools available that enhance productivity. For example, Zapier, IFTTT, Meet Edgar, shopping carts and member site, sales, and delivery.

As your business grows, you will scale the processes and operations with growth in mind from the beginning. You must know where you are going and where you are now to plan for it.

Are you making a classic mistake that start-up business owners make?

**Scenario 1:** Using a 'free' app, piece of software, or platform that meets your start-up needs with no room to grow or integrate with other platforms.

**Scenario 2:** Investing in an expensive, massive third-party platform with features you don't need yet because you may want it someday. Spending your money on things your business doesn't need right now and tying up money you could use elsewhere in your business.

There's nothing wrong with investing in the best. Just make sure it's the best for your business.

**Scenario 3:** Research and plan for the future, keeping your current needs in mind. Simplicity with the ability to grow with your business.

Using intuitive apps and software designed with productivity in mind will pay off in the long run. The idea is to avoid repetitive actions with multiple apps

instead of streamlining as much as possible with the least number of independent apps.

For example, using a social media scheduler that handles posts to your social platforms. Sounds good? Well, you need to do your research to find the best one for your business. Some only manage a couple of social media, while robust schedulers manage a list of platforms.

Integrating smart commands into your processes can improve your workflow exponentially. Consider collaboration and growth, leveraging the experience and skills of your team members.

Eliminate anything that weakens or no longer supports your business. Using standard templates will simplify each process while maintaining consistency throughout your business.

## Stop Being a Workaholic

It's more than creating efficient systems and eliminating unnecessary parts of your business. It's more than simplifying and automating, which is incredible! Scaling your business means growing a team around you whose skills and experience can bring to your brand.

You can't keep doing the manual parts of your business alone. Empower your team to handle more responsibilities or hire another person.

A flow chart can help you see your needs as your business grows.

What parts of your business will grow large enough to split into a department? What aspects of your business are unrelated to one another?

For example, bookkeeping has nothing to do with video production. If your bookkeeping is simple, your VA may be able to manage that for you. Or, hire an outright bookkeeper.

Video and graphics are areas that may go hand-in-hand, depending on who you hire to handle them for you.

Consider these areas to outsource:



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- Business Admin Tasks
- Repetitive Tasks
- Anything that requires skills you don't have
- Areas of your business you don't enjoy or feel unskilled in
- Behind-the-scenes processes like mailings, uploads, and customer service

If you re-brand your business and upscaled it to attract VIP clients, hire a professional photographer and hire an expert web designer to give your outdated WordPress website a current, exciting overhaul.

Invest money in experts to manage processes and do tasks that can make or save you money in the long run.

Focus on your unique skills and areas of expertise, which generates income. Let a VA handle the back-end processes like editing videos and testing URL links, backing up files, and miscellaneous administrative tasks.

Enjoy the freedom that you gain when you step back and let your business run in the capable hands of your team. That's not to say that you aren't involved in your business. You will be but at a higher level.

Self-care is something most business owners give themselves. You can't keep doing it all and burning yourself out. That's not good for anyone, especially for you and your family.

As with any decision you make about your business, pay attention to scaling when you outsource. Begin outsourcing the most frustrating areas of your business – you know, the ones you procrastinate with!

Look at your goal and work backward to build your execution plan.

How much do you want to make a year from now? Ten years from now.

What size is the audience you want to reach? To personally engage with.

How big do you want or need your business to grow?

When you think about your ideal lifestyle, think about it in detail. This will assist you to figure out what you need to do to achieve it.

Now you can build your plan backward to get you there.

## Your Marketing Plan

Social media and SEO will bring traffic to your site. What you need to reach your target audience that a well-planned paid advertising campaign. Do this right, and the results can have a significant effect on your bottom line.

Where do you want to focus on for your advertising?

Focus on growing brand awareness by providing value to all of your posts and content. Interact with your audience, providing practical value with resources, and narrow down the audience you want to attract and retain potential ideal clients.

Facebook ads won't provide you a positive ROI until you have identified the right audience to target the ad to. Sending Facebook ads to a broad audience without knowing who they are will be a waste of time and money, which will weaken your brand.

Remember above all else to provide quality, valuable content specifically to help, bring awareness, or entertain your ideal clients.

Check your Facebook insights for concrete stats you can use to create audience profiles.

If you don't have Facebook Ad pixel set up, do this now. Then you can test and track your time and money with real reporting stats.

Providing quality content, offers, gifts, and tips is at the core of any marketing strategy with testing and traffic afterward, to see what works and what doesn't.

## Ditch One-on-One

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Using a coaching business for this example, you can build a connection and relationship with your client. You can get burned out quickly if you keep a full calendar that requires you to be present. Consider creating a group coaching program instead.

Many coaches have discovered the advantages of creating this awesome combination of passive income combined with limited one-on-one access to you.

1. **Offer a one-time strategy session** to help your client discover her USP and audience if you create a marketing challenge or course.
2. **Offer a walk-through session** half-way through any course that involves systems or technology.
3. **Offer a one-time wrap-up session** at the end of a course or challenge to clear up any remaining points of stress or confusion, and make sure your member is set up for maximum success.
4. **Offer a one-time session** as a unique and exclusive bonus – for members only who join during a promotional webinar.
5. **Provide 1 – 3 sessions** at a heavily discounted rate for those who sign up to your VIP programs or those paying annually instead of monthly.
6. **Offer a weekly one-on-one email** in which your clients can ask questions about issues they face during the week
7. Offer a weekly or monthly open group Q&A.

If you enjoy and want to keep some one-on-one clients, certainly keep them, but limit those particular spots. You need to keep your health and sanity!

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Which type of live interaction to use? There are both pros and cons to both formal webinars and Facebook Livestreams.

Platform	Pros	Cons
Webinars	<ul style="list-style-type: none"><li>○ Repurpose recordings of these as part of other packages or as paid offers.</li><li>○ Not suited to short, impromptu events</li><li>○ You can upload to YouTube, Vimeo, or other video platforms</li></ul>	<ul style="list-style-type: none"><li>○ Has a learning curve and requires practice with controls and tech</li><li>○ Forgetting to press "record" is possible</li><li>○ Can cause tech glitches and incompatibilities for the client</li><li>○ Storage costs</li><li>○ Expensive to use</li><li>○ Have to arrange for the transcript</li></ul>
Facebook Livestreams	<ul style="list-style-type: none"><li>○ You can see when your group members are online and do a quick Livestream.</li></ul>	<ul style="list-style-type: none"><li>○ Be aware of weak signals</li><li>○ Facebook glitches</li></ul>

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	<ul style="list-style-type: none"><li>○ Get immediate response and reaction</li><li>○ Great for short, impromptu Livestream</li><li>○ Automatically recorded</li><li>○ Can upload to YouTube, Vimeo, and other video platforms</li><li>○ Facebook provides you with a download and verbatim transcript</li></ul>	<ul style="list-style-type: none"><li>○ Less commitment from people to be there</li><li>○ Distraction factor: People popping in and out to read other posts</li></ul>
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Which platform do you feel the most comfortable with and appeals to your ideal audience? Test them first to make a better decision. You can, of course, use either or both.

Facebook likes videos and livestreams.

## “Kill Your Darlings”

This is a famous quote credited to author Stephen King, who quoted William Faulkner: “Kill all your darlings.” He was referring to the pieces of prose that writers cling to tightly and are incredibly proud of, even if they move the story forward.

That’s how it is with your current offers, products, content, and packages. It’s hard to let go of things created with passion even when they no longer meet the business goals. As you review everything, pay attention to how they connect and move the client through a process. Remind yourself of the significant purpose identified as the client’s main pain point and help the client remove that pain point.

It's important to limit the number of products and programs. Trying to maintain, market, sell and coach with multiple offers can overwhelm a client. Stick with one or two signature programs coaching offers with a minimum of bonuses and make them the best in your niche.

Strengthening your brand and offers is what most of the big names in the niche do. You want to be known for your core message and mission. Specializing is vital more than ever. When you aim and narrow down your offerings, you stand apart in the crowded field. Building a targeted, responsive list is what you need.

**As you review your programs and products, ask yourself the following:**

1. Does this offer represent my brand? Does it align with my core message?
2. Does this offer have a good ROI?
3. Am I actively talking about this product?
4. Is this too time-consuming for me to keep?
5. Does this move the client through the sales funnel, or does it end their progress at this point?
6. What can I do to upscale this offer and increase the price quickly?

By doing in-depth reviews of your offerings, you discover what's working and what's not sales-wise, as well as a client's journey through your sales funnel. You can remove or enhance them with your core message in mind.

Tighten your offers allows you to focus on what's working while building your brand and reputation.

## Know Your Numbers

Track everything! Understand your conversion rates on your opt-in and sales pages, then split test to make improvements. Pay attention to your email open rates and tweak to improve them.

If you have things that aren't returning a solid ROI, it's time to rethink them. Earlier, this was discussed using platforms that can provide these details for you. If you haven't set up Google Analytics yet, do that now. There are a ton of videos and tutorials you can use to help you set it up.

Tracking provides you a gold mine of information. It reports site visitors and exactly where they came from. You'll see what pages they looked at, did they come from a link in your blog or organically. Was it a referral from someone?

The information you receive allows you to know about your target audience. This is priceless!

Compare your page visited, conversions, and click-throughs.

Make everything about the value of your offers. Here are some ideas of how you can do that:

- A lower price should be a limited time offer, such as for VIP or other group members, positioning it as a reward and never as a 'discount' or 'sale.'
- Repackage it. Upscale your low-performing offers by adding bonuses, a live component, or whatever you want. Change the covers and graphics to reflect it is 'new and improved' because it will be tweaked.
- If people want to purchase a package, but can't afford it, offer it in a different format, such as a starter package. Make sure that you remove content from the full-priced version.
- If they can't afford the full package, offer payment plans.

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There are pros and cons to each of these strategies. Do your research to find out why you are offering these alternate situations.

The strategies in this textbook are do-able and yield positive results. Regardless of how long you have been in business, you can execute these strategies for scaling your business with a good foundation and a plan.

Time to create your plan. Get the right support you need at the right time. Build a team, or hire a single VA, to commit to your brand instead of seeing your relationship as 'outsourcing one-off tasks.'

Implement systems that fit your goals and growth. Focus on tracking and value. Go to your workbook and begin working on the exercises to scale your business to the next level, no matter where your business is today.