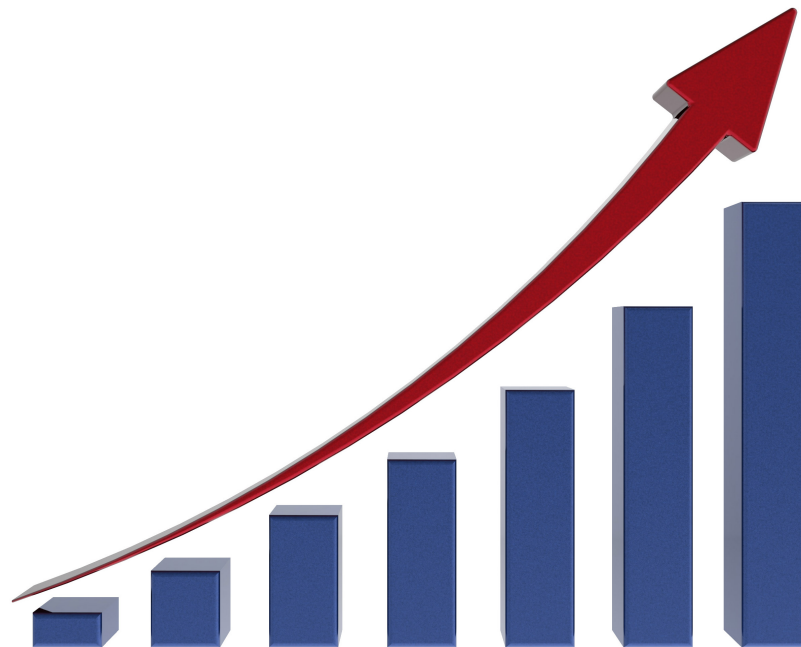


# Planning for Growth



# Success Agenda

- Why you need a strategy for growth
- Know ALL your numbers
- Building a strong team
- Outsourcing tips & strategy
- 2019 success strategy
- Open Mic



Why you need a  
**Strategy for Growth**

Without a plan,  
**you don't have a map for success**

Without a map,  
**you can't get where you're going**

# What to **MAP**

- Income – forecasting & actuals
- Expenses – monthly, quarterly & yearly expenses
- Staffing – missing / key positions for growth
- Growth – what key elements do you need
- Actuals – know all of your actual numbers

# Tools for **Success**

What do we use?

- Excel
- Quickbooks
- Asana
- LucidChart

*Keep it simple to make it as easy as possible!*

To grow, you need to  
**Know Your Numbers**

# What Numbers

- Revenue
  - Identify your products / services
  - Understand your costs to deliver
  - Set prices
  - Set sales goals
- Expenses
  - Track all costs (use tax data if possible)
  - Create a budget



# Revenue

Track everything, including:

- SEO
- Website design
- Hosting
- Graphic design
- Video
- Reputation
- Consulting

# Expenses

Track everything, including:

- Rent / office space
- Staff / contractors
- Office supplies
- Advertising
- Hardware / software
- Cost of Goods Sold

# Goals / Sales Forecasts

In order to grow, you must outline:

- Where you are
- Where you want to go
- How well you are doing
- How you can make changes to succeed

**Put it in writing** – you'd be surprised how it helps you focus on things!

# Growth Worksheet

<b>GROSS INCOME</b>			Monthly	Recurring Value	Monthly Goals	#	Cost Per
<b>SEO MONTHLY</b>					Websites	10	3500
2000+	1	Client 1	5000	\$60,000	Online Adv	10	1500
GOAL 10	2	Client 2	3500	\$42,000	SEO 2k+	15	3500
	3	Client 3	3000	\$36,000	SEO 1000 - 2000	20	1500
	4	Client 4	2800	\$33,600	SEO 1000 or less	10	500
	5	Client 5	2500	\$30,000	Printing	20	300
	6	Client 6	2200	\$26,400	Hosting	100	50
	7	Client 7	2000	\$24,000	Mintenance	20	200
	8	Client 8	2000	\$24,000	<b>Monthly Goals</b>		
	9			\$0	<b>Yearly Goals</b>		
	10			\$0			
	11			\$0	Monthly Goals		
	12			\$0	Minus Expenses		
	13			\$0			
	14			\$0	Monthly Net		
	15			\$0	Yearly Net		
		<b>SUBTOTALS</b>	<b>\$23,000</b>	<b>\$276,000</b>			

# Building a Strong Team

## Who / What You Need

# Building a **Strong Team**

- Full Time Employees
- Part Time Employees
- Contractors
- Virtual Assistants

# What Tasks to **Hire / Outsource**

- Simple work that can be done at a lower cost
  - Resizing / optimizing images
  - Creating pages / posts in Wordpress
  - Reports & analysis
- Repeatable, well defined tasks / processes
  - SEO Onboarding / SEO Monthly
  - Website Design / Logo Design
- Specialized skills / tasks (you or team can't do)

# Examples

- Web designer / developer
- Content writer
- Project manager
- Graphic designer
- SEO
- CPA / Accountant
- Virtual Assistant
- Social Media Manager



# Tips & Strategies for **Outsourcing**

# Finding Your **Workforce**

- **Fiverr.com** - simple / occasional tasks
- **MicroWorkers** – simple / small tasks
- **Guru.com** - contractors / virtual assistants
- **UpWork.com** - contractors / virtual assistants
- **OnlineJobs.ph** – contractors / virtual assistants

# Outsourcing Tips

- Create job / task requirements
- Be highly organized / very specific
- Assign work first (before you do your own)
- Match skills to specific tasks
- Define your tasks with processes / videos
- Create structure (process – Asana or task sheets)
- Demand performance (in a nice way)
- Excuses should be rare / nice guys finish last

# Outsourcing Loyalty

- Build a strong team
  - Hire the right people
  - Communicate effectively
  - Train tasks how you want them
- Positive reinforcement
  - Task / project ownership
  - Always give positive praise when warranted
  - Give negative feedback in small doses

Good People are **EXTREMELY** hard to find

# Pay for **Good People**

- When you find good people, pay them accordingly
  - Give bonuses when appropriate
  - Give increases for loyalty
  - When you find a good contractor, give them a salary so you don't lose them!
- Consider a profit sharing plan **ONLY** after someone has proven themselves

# BUILD A PRECISION TEAM

The right people, if treated well, will help you grow your business. Reward them for it!

# 2019 Success Strategy



# What's Your Plan

- Use the growth worksheet and plan your 2019
- Track everything
- Review it monthly
- Make changes accordingly
- Strive to meet or exceed your goals

Only **YOU** can be the **leader of your success!**

# Lisa's Complete **DFY Services**

- Website Design
- Logo Design
- Printing
- SEO
- Press Releases
- Videos
- Tier 2+ Sites
- Direct Mail

Depending on your membership, you **receive a %** of the profits. **We do all the work.** We'll even close the sale for you!!

# OPEN MIC

- Your questions
- Business scenarios
- Service review
- Look at a website
- Ask anything!!



# Thank you!

For attending the

## **Sales & Strategy Mastermind Webinar**

*For any questions or issues, please reach out to*

**Lisa on SKYPE: PortsideMkt**