



'This is a must read for every business owner and entrepreneur'

7 STRATEGIES

To Double Your Business

IN THE NEXT 12 MONTHS

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7 Strategies You Can Implement Immediately to Double Your Business Over the Next 12 Months

Dear fellow business owner and/or entrepreneur,

There are few things in life more exhilarating than starting and growing a business. The thrill of taking an idea and transforming it into a real live breathing business that creates products and/or services that meet the needs, wants and desires for a specific group of people can be intoxicating.

To then begin to add employees and systems and structures to enable that business to keep on growing is a pure delight. And to get up each morning figuring out how you can grow your business, take more market share, and serve more people is what you and I, and others like us, live for.

But therein is the struggle, isn't it? While you and I love growing things, growth doesn't always occur – and rarely does it happen on our timetable. In fact, the stats are pretty clear, 85% of businesses are flat-lined or in decline.

If you don't believe that fast growth is elusive, take a look at the list of the Inc. 500/5000, and look at number 5,000 (remembering that there are 28M businesses in the US). What you'll immediately notice is that the three (3) year growth rate for Inc. company #5,000 is only 34% (which is effectually only a 10% growth rate/per year over three years) – not a whole lot of growth.

“The stats are pretty clear, 85% of businesses are flat-lined or in decline.”

Even more interesting (for our conversation), is that if you simply doubled your business over the next three years (roughly a 25% per year growth rate), you'd be number 3,218 on the Inc. 5,00 list. And if you doubled each year (which is what this free report is all about) for the next three years, you'd be Inc. company number 1,245. Not bad. Of course, if you really want to ratchet it up and make the Inc. 500 list, you'll need to set your growth rate at 300% or more PER YEAR. But hey, why not?

The point is, while we long for growth, growth is pretty elusive for the vast majority of businesses (just 10% growth per year for three years puts you in the Inc. 5,000). At some point, we all need to face the fact that desiring something and attaining it are two completely different experiences.

So if you're tired of desiring growth and creating plans for growth that don't pan out, then you'll want to continue reading this free report on "7 Strategies You Can Implement Immediately to Double Your Business Over the Next 12 Months."

"Remember, desiring something and attaining it are two completely different experiences."

However, before you begin reading what the seven strategies are, let me warn you of a potential big problem that you might run into – the problem of thinking, "I know that." The thought of "I know that" is really an irrelevant thought if you think about it.

The only relevant questions are, "Am I doing that?" If yes, then the follow up question should be, "How can I maximize that?" If, on the other hand, you realize you're not currently using one of the following strategies that I'm suggesting, then the follow up questions should be, "Should I be doing that?" And if so, "How should I be doing that?"

In other words, if at any point in your reading of this free report you catch yourself thinking, "I know that," may I encourage you to immediately disregard that thought and ask the far more important question, "Am I doing that?" If you'll do that, I'm confident that you'll find the following seven strategies to be essential to your growth. More importantly, if you execute them correctly, they'll be the foundation of your strategy to double your business over the next 12 months!

Strategy #1

Optimize Selling Your Current Products and/or Services to Your Current Markets

One of the more frequent mistakes that a lot of entrepreneurial leaders make is focusing too much of their time and attention on client attraction/lead generation, to the detriment of optimizing the value they can extract from their current customer base. This is completely understandable. As an entrepreneurial leader, the hunt is the fun part. Going out and finding new customers/clients is how we're wired.

However, customer acquisition always has a cost attached to it, plus there's almost always some level of lead time required as you build the relationship, establish trust and demonstrate value. However, that is almost completely eliminated when you're making offers to your current customers who already know, like and trust you.

Now, when I say, "optimize," I'm not talking about simply making more offers to your current customers (though that alone would probably increase your revenue numbers). No, I'm talking about two things in particular when I talk about optimization – testing and systemization.

In other words, the only way you can know if you're optimizing anything is if you're testing it. No matter how you may feel about your sales or tactics, you don't know if you're optimizing unless you're testing against a control. The simplest form of testing is A/B testing. If you're not familiar with it, you can read all about it in a blog post I wrote entitled, [Getting Optimal Results from Your Marketing](#)

The bottom line is, you can't know if you're getting optimal results from your current customers/clients if you don't have a consistent testing process in place. Moreover, you won't know if you're optimizing the value of your current customers if your marketing is inconsistent. In other words, if you don't have a systematic marketing process in place that is consistently putting the right offers in front of the right customers at the right time, moving them up the customer value chain, you're leaving massive amounts of money on the table.

So if you'd like to turn that around, make a list of all your current products and/or services that you could upsell to your current customers/clients. Next, make a list of all your customers and what products and/or services they've already purchased from you. Then create a systematic approach to make offers to them for additional products and/or services that you already currently have or own that they have not purchased from you yet.

"Apart from testing, you can't know if you're optimizing the value of your current customers, which means you're probably leaving a massive amount of money on the table."

Or, if you're in a business where people continually buy the same thing (e.g. a restaurant or dry cleaner or hair salon), create a campaign to increase the frequency of repurchase (i.e. to go from one haircut every six weeks to one every four weeks equals a 51% revenue increase—from 8.6 haircuts a year to 13).

Then, once you start systemizing your approach (which I'll return to in Strategy #5), you can start your first A/B tests so you can know if optimizing the value of your current customers. Very few businesses do this—to their detriment. Don't be one of them.

- Step 1: List your products and/or services
- Step 2: List your customers and what they've purchased
- Step 3: Create campaigns to make offers to the right customers
- Step 4: Start testing to optimize your offers to your current customers/clients

If you began making more offers to your current customers and then optimized selling your current products and/or services to them, how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

Strategy #2

Create Packages to Increase Your Average Transactional Value

Ever since the first time you walked into a McDonalds® restaurant, you've known about this principle when you heard those iconic words, "Would you like fries to go with that?" In fact, the big menu board at McDonalds already has packages created for you. "Would you like a #1? #2? #3? Etc.

Why? Because the people at McDonalds have done the math! If Joe walks in and all he wants is a Quarter Pounder with Cheese that's only \$3.89. But if he gets the package deal (with a medium soft drink and a medium-sized fry), that's \$5.89 to the owner. And if he chooses to go for the large fries and large drink for only 50 cents more (what a deal!) the owner gets a total sale for \$6.39.

Doing the math, the increase from a \$3.89 sale to a \$5.89 sale may not seem like a lot, but it represents a revenue increase of 51.4%. And to go from a \$3.89 sale to a \$6.39 sale McDonalds has just created a 64.3% revenue increase over what Joe was originally going to order. Multiply that over lots of customer sales and we're talking serious money.

"McDonalds has done the math. Their packages increase the transactional value by 51.4% to 64.3%. Why wouldn't you want that for your business?"

Having said that, I'm sure you're familiar with the concept up upsells and packages. However as I said at the beginning, that's irrelevant. The only relevant question is "Are you doing them?" And very few businesses are. Just think through the last ten purchases you've made. How many times did someone try to sell you a package as an upsell? Enough said.

Now, there are a couple of keys to making a package work for you. First, the items you're adding to your package need to have decent (even better if they're huge) margin. In the case of McDonalds, everyone knows a soft drink doesn't cost McDonalds even close to what they charge (\$1.59 or \$1.89) nor do the fries (\$1.79 or \$2.09).

Secondly, the package has to have a high-perceived value from the customer (i.e. they need to feel like they're getting a deal). In the case of McDonald's, if you add the medium-sized drink (\$1.59) and the medium-sized fries (\$1.79) to the Double Cheeseburger (\$3.89), you'd have to pay \$7.27. Even if people don't do the math, they feel like they're getting a deal for \$5.89 (saving \$1.38). More interesting is that most people feel like they're getting an even bigger deal by buying the large fries and drink for only \$.50 more. However, they're only saving a dime more over the regular prices (the good news for McDonalds is that perception is reality).

Thirdly, the components of the package have to be something your customers would eagerly want in addition to their original purchase. In the case of McDonalds, notice that they don't package an apple or kale chips or bottled water as part of the upsell package. No, they offer what their core customers want (soda and fries).

So, now it's your turn.

Step 1: Take your list of products and/or services and determine which ones have high enough margins to be used to create a package (or packages) of products and/or services

Step 2: Play with which combinations of products and/or services would make sense for your customers to buy in a package

Step 3: Develop price points that you think would incentivize your customers to believe they're getting a deal

Step 4: Test and see if the package (or packages) you're putting together are ones that your customers would eagerly want

So, if you began to consistently create more packages to increase the average transactional value of your customers/clients, how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

Strategy #3

Develop a Series of Strategic Partnerships/Joint Ventures (JVs)

No matter how many leads you might have. No matter how many connections you might have in your network. No matter how many names might be on your list or in your database. You are severely limited compared to the number of names and contacts you could be in touch with – if you better leveraged the connections of a series of strategic partners or joint venture partners.

The math is impossible to refute. If you have a list of 1,000 names that's not bad, but what if you teamed up with ten other people who each had a list of 1,000 names? You'd be marketing to 10,000 people instead of 1,000. Isn't that a whole lot better?

Even if you're giving away a percentage of sales (maybe 20% or 30%, even 50%), you'll still be way ahead. Even better, what if you did a joint venture with someone who had a list of 50,000 or 100,000 or more names? Your sales would be soaring!

This is one of those strategies that seems so obvious when someone suggests it, but is so rarely utilized. Why? Because of four main reasons. The first is the fear of giving away revenue as a revenue split, which is unwarranted (unless you're moving a low margin item). Why? Because, first of all, 70% of something is far better than 0% of nothing.

And secondly, because once you have a customer, your goal should be to re-sell them on additional products and services. In other words, paying someone a "commission" for bringing you a customer (and you only pay when they bring you a customer) so that you can keep

reselling them over and over again should be a no-brainer (as long as the profit is there to justify it).

The second main reason why so few businesses take advantage of this strategy is because they don't know how to structure the deals. Again, this shouldn't be much of an issue. There are plenty of courses and free guides on how to structure joint ventures (as well as advisors and attorneys who can help) so this excuse evaporates quickly.

The third main reason why is because of the American curse of self-reliance, the lone cowboy mindset that vows, "I can do it myself." In other words, there are a number of business owners and entrepreneurs who refuse to use this strategy simply because for them this strategy seems like cheating. They're not doing it on their own. However, once someone realizes that's what they're doing, they often quickly recant because it's foolish thinking at best. No one succeeds on their own.

"No matter how many leads you might have, you are severely limited compared to the number of names and leads you could have if you built a network of strategic partnerships who were promoting you."

And finally, the fourth major reason why so few use this strategy is because they're afraid of co-promoting their strategic partners. In other words, if I promote company X, then I'll be obligated to promote them to my list and I'm not sure I want to do that (which I fully understand since I'm a control freak). However, that's just another smoke screen. The simple solution is, only do JVs with people and companies you would be proud to co-promote.

That said, here are a few next steps if you'd like to explore growing your business through joint ventures and strategic partnerships.

- Step 1: Be clear on why you think a joint venture strategy would be beneficial both for you and your partners and specifically what kind of partner you're looking for
- Step 2: Design your basic agreement (i.e. answer key questions like how will the splits be handed? Or who will be responsible for what? Etc.)
- Step 3: Go through your database to see who might be a good joint venture/strategic partner
- Step 4: Do a search through LinkedIn to find some other potential candidates
- Step 5: Go to conferences and networking events to search for potential partners
- Step 6: Start asking until you find someone who's interested
- Step 7: Do everything as a trial. Most partnerships need to do some pivoting and iterating until they get it right.

So, if you worked hard to create a number of strategic partnerships/joint ventures this year so that your world of prospects grew exponentially, how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

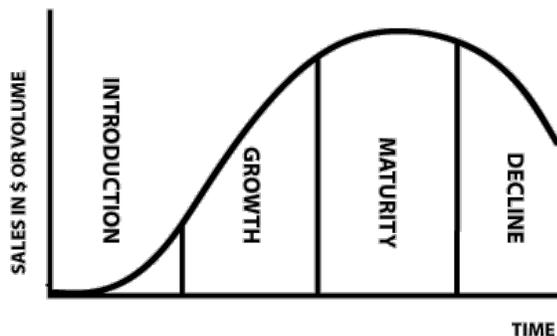
Strategy #4

Add a New Revenue Stream (Or Multiple New Revenue Streams)

Another one of the reasons why so many small and medium-sized businesses get stalled or stuck on a plateau is because they keep riding something that once was successful for far too long. For example, it's not unusual for a small business to start out offering just one primary product or service, which is a great strategy in the beginning because it creates clarity and focus.

However, as that business closes in on a key metric, let's say the \$1M mark (note: vary the amount for your type or size of business), chances are they'll start to hit a plateau (Note: this is a normal and predictable plateau for most small businesses). There are a number of reasons why this tends to occur. For example, it could be they're getting closer to market saturation; or more competitors have entered the market seeing how good this company is doing, or its customers are getting bored with this product or service. In fact, one of my more frequent sayings is, "Everything in life goes from remarkable to ordinary to death,"--meaning it no longer satisfies.

Regardless, the point here is that companies/businesses/ organizations/non-profits/ associations/ churches etc. all get to a point where they have to add something to the mix in order to create the next growth curve. You can only ride a cash cow/strategy/tactic for so long until it no longer delivers like it used to.



Hopefully, you remember the lifecycle of an idea graph that you learned years ago in school. If you do, then you'll remember that every idea, every product, every organization, every relationship, every service, every government, every policy, etc. goes through a predictable life cycle (also known as the S-curve).

In stage one, you have to work very hard to get an idea off the ground. It's about lots of effort and very minimal results. In stage two, it's nirvana. The idea hits its growth curve and life is good. At this stage you can't ever imagine it ending. But what everyone forgets is that stage three always comes after stage two. In stage three, all of those great growth gains slow down and eventually come to a halt. And in stage four, results go backwards until the idea dies a slow (or occasionally fast) death.

Now, it would be great if this life cycle didn't apply to you or me or our businesses – but it does. Every business, every product, every service, every idea goes through this same predictable life cycle. Are you depressed yet?

Well, you don't need to be because the solution to this problem of the lifecycle of an idea is to avoid the problem of the S-Curve altogether. How? By learning to create a series of consecutive S-Curves.

In other words, when your current product or service (or marketing idea or customer service initiative etc.) is in the steep part of the growth curve going upwards (stage 2), right when you're finally feeling good about all that early work you did when you weren't seeing any results – that's when you need to start the next new thing (i.e. start a new growth curve so that when your current idea enters the plateau of stage three, your new idea is entering the fast growth part of the S-curve so that it counteracts the decline of results from your current idea).

Likewise, if you want to break through your plateau, you're going to need to do some inventing and reinventing of your own. You're going to need to add some new things to your business that you haven't tried yet (and probably drop some old things that aren't delivering like they used to). And to help you get started on using this "addition" strategy, let me offer you five questions to help you decide what to add.

1. **"What would be a logical extension of what we're currently offering?"**

In other words, what would make sense to your customers? For example, if you were a chiropractor, offering discount theater tickets or selling tax software wouldn't quite fit the logical extension guideline. On the other hand, offering massage therapy or nutritional supplements or physical therapy or a diet program etc. would all make sense as logical extensions of chiropractic services.

2. **"Is it profitable?" "And, if so, "Does the margin justify the time and effort?"**

These would seem to be two rather obvious questions, but they're not. And not just because they aren't often asked, but because a high percentage of business leaders don't know their numbers. I'm continually shocked by how many business owners don't know their costs of goods sold. They don't know their fixed costs vs. their variable costs. Or they don't know what their profit margins or profit margins per product/service are.

Trust me, this happens all the time. When I'm working with a company on their strategic plan, the owner/CEO and the members of their executive team will frequently throw out lots of growth ideas during the brainstorming part of the process. However, when we get to the evaluation part of the process and I begin asking them questions about the economics of those ideas (as well as the economics of their current products and services), the room always gets a whole lot quieter (and a lot of the suggested ideas get knocked off the board because they simply don't possess the right economics to drive significant growth).

Now, if a leader doesn't know his or her numbers, there's no way they're going to ask and answer the profit and margin questions above. Which is why you'll often see companies on a plateau even though they're working very hard to sell something.

Which means that if you want to accelerate the growth of your business, then you have to make sure that the additional product or service you want to add possesses the right economics to justify adding it to your current offerings.

3. **“Will this make our business more accessible to more people?”**

In other words, sometimes the additional product or service doesn't have to be a new and innovative product or service that no one has ever tried – sometimes it just needs to make your business more accessible to more people. For example, a church adding a second or third worship service on a Sunday morning, or a Saturday evening service, or a different kind of service at the same time, may be the additional “service” (pun intended) needed to get a growth curve started (However, adding a service without the infrastructure necessary to sustain that service – or, in the case of a church, without enough bodies in the room – can be disastrous).

I see this issue frequently in the practices of medical professionals like doctors, dentists, chiropractors, physical therapists, psychiatrists, etc. who tend to limit their office hours to times when THEY want to work (like M-R from 8:30 a.m. to 4:30 p.m.) which creates a built in constraint. In other words, if they would simply offer hours on Friday and/or Saturday or during the evening when most working people can show up, they could increase their service mix and potential revenue pool by up to 50%.

4. **“Will this help differentiate our business?”**

One of the key strategic decisions that should drive every business is, “How can we position our business as the obvious provider of choice in our market?” In light of that, when you're trying to decide what products/services to add, you'll want to select products and services that will cause your prospects to think, “Hey, we've got to use [ABC company] because they're the only ones who offer [XYZ]!”

In other words, if you're an accounting firm and “everyone” else offers the typical suite of accounting services and tax prep services, adding these won't differentiate your business. However, if none of the other firms offers to visit a place of business and install and set up Quick Books or if none offers a payroll service or if none offers an industry specific mobile/tablet driven inventory system that would make you the go to accountant for that industry in your community, those add-ons could differentiate your firm.

5. **“Is this something that our target market passionately wants and is searching for?”**

Businesses all around the world offer new products and services everyday – and most of them don't sell very well. Why? In many cases, it's because they're products and services that the owner or CEO likes, but which their prospects and customers don't have a passionate or irrational need/want for – or aren't actively searching for. So to

avoid this trap, make sure you only offer new products and services which you know your target market passionately wants and is searching for.

In the marketing world, the phrase that's used to describe this is, "You want to be in the aspirin business, not the vitamin business." It's not that you can't make money in the vitamin business, you can – it's just slower. Why? Because, while "everyone knows" you ought to take vitamins everyday, you also know that if you miss a few days nothing bad will happen to you. So, when the bottle runs out, you don't drop everything and run out to the grocery or drug store. In fact, you may even forget for weeks or months before you "remember" to pick your vitamins up.

On the other hand, when you have a headache and your head is banging and you reach for your bottle of aspirin (or acetaminophen) and it's empty, what do you do? Exactly. You get in your car and make a beeline for the closest grocery or drug store (or gas station or convenience store) and buy more aspirin. You passionately want that item and you want it now.

So, if you want to grow your business faster this year, you may want to consider adding a new product and/or service (or multiple products and/or services) to your product/service mix that you're offering to your prospects and customers.

- Step 1: Create a list of logical extensions of your current product/service mix
- Step 2: Determine which of the ideas has the right margin to propel your profit growth this year
- Step 3: Ask which ideas will make your business more accessible to more people
- Step 4: Decide which of the ideas will give you a competitive advantage (or generate more ideas that might differentiate what you do from your competitors)
- Step 5: Check with your current customers and prospects to determine if this is an aspirin or a vitamin idea (i.e. is it something that they passionately want).

So, if you created a new revenue stream (or multiple new revenue streams) this year, how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

Strategy #5

Turn Your Episodic Marketing Into a Series of Systematic Marketing Campaigns

If you're like the typical business owner or entrepreneur, chances are your marketing "system" is episodic (not systematic). What that means is that you engage in marketing activities when you (or members of your team) have the time to market your company or when you feel like it or when you remember to do it, etc. In other words, your marketing is a series of stops and starts. You market, get some customers, get busy providing for those customers, then realize you haven't been marketing lately (or your revenue is decreasing) so you start marketing again.

The problem with this episodic approach to marketing is that it not only creates a feast-or-famine experience for your small businesses, it leaves massive amounts of money on the table. For example, let's say that a business owner, George, decides that he wants to get 30 new customers in the next 30 days. So he goes out, markets like crazy and gets 30 new customers this month vs. his normal 10 new customers per month. Awesome! George is thrilled.

But now that he has those 30 new customers, he gets so busy taking care of them that he reverts back to his old habits and since he is so busy he only gets five new customers by word of mouth next month. Frustrated by that, George jumps back into marketing mode and picks up 20 new customers vs. 30 because it took him a week or so to create the new campaign before launching it.

"Using an episodic marketing approach (i.e. marketing when you feel like it or it's convenient) is costing you a massive amount of money that could be in your pocket if you simply used a more systematic approach."

Now, it doesn't take a rocket scientist to figure out that if George had developed a consistent marketing system, he could have made a whole lot more money (25 sales he lost this month and 10 next month). Using our hypothetical here. He could have had 90 new customers, but he ended up with only 55 (i.e. only 61% of what he could have received). Or, to put it another way, if he utilized a consistent marketing system, he could have improved his results by 63% (from 55 to 90 sales).

To make this real, why don't you figure out what the implications of this are for your business?

1. How many new customers/clients do you normally attract per year? _____
2. How much is a new customer/client worth to you per year? _____
3. How many more customers/clients could you attract per year if you used a more consistent marketing system week by week and month by month? _____
4. Multiply line two by line three: _____

Line 4 is the money you're leaving on the table by using an episodic marketing approach. If your answer was similar to most business owners and entrepreneurs, you just noticed a very big number.

So, what can you do to turn that around? Well, the first place to start is to begin creating marketing plans long before the month begins. To help you with that, you can download a sample form from my main website at www.WiredToGrow.com and go to Free > Free Helps and Tools > The WTG Monthly Marketing Worksheet.

If you want to go to the next level, I have a course entitled, [Attract More Clients Like Clockwork](#). However, regardless of whether you check out the course or not, if you want to significantly increase your revenues this year, you need to own the idea of moving from a reactive marketing approach to a proactive one when you're engaging in a series of activities and tactics week in and week out – that have nothing to do with how you feel or whether you remember to do them.

- Step 1: Set your marketing goals for next month (do this monthly)
- Step 2: Determine which marketing strategies you're going to use this month (see the worksheet from my website for the list of the ten different types of marketing strategies you can choose from)
- Step 3: Choose what tactics you'll use related to that strategy, along with their target date for completion, to attract more clients/customers (e.g. Attend two networking meetings per week, EOM; Complete video ad for TV commercial by 6/15, etc.)
- Step 4: Choose what tactics you'll use to establish more credibility (e.g. speak for XYZ association meeting on 6/12; write a blog post about ABC by 6/20)
- Step 5: Choose what tactics you'll use to close more business this month (e.g. follow up with Sally at TTI, offer a bonus if they'll close within the next 7 days).

Once you get in the habit of doing this on a monthly basis, you'll want to expand to quarterly and then to yearly. But for now, baby steps. Start with actually creating a monthly marketing system and expand from there. You'll be glad you did!

So, if you began engaging in a more systematic marketing process, how much more money do you think you could make? Hint: Use the number from line four above

Revenue Increase: _____ Growth Percentage: _____

Strategy #6

Systemize Your Follow Up to Significantly Increase Retention and Repurchase

If I told you that you could quadruple your sales by simply doing one thing consistently, would you believe me? Well, before you pass on strategy #6, hang with me for just a few moments and answer the following questions.

- In the past six months, how many companies have followed up with you post purchasing from them?
- How many people to whom you've given your business card have followed up with you in the past six months?
- How many of those who followed up with you have contacted you more than six times in those same six months?

Now, before you give those businesses (or organizations) a hard time, how are you and your business doing with these same three questions?

- How many customers/clients have you followed up with in the past six months post them purchasing from you?
- How many business cards have you collected at various meetings that you haven't followed up with?
- How many times have you followed-up with a lead at least six times over the past six months?

Pretty revealing isn't it? Now, to be honest, I've never met a businessperson who didn't know about the concept of follow-up. However, when I've asked them about their specific follow-up process that's when everything has fallen apart.

And that's a huge problem. Why? Because the industry average is that 80% of sales are lost because of lack of follow-up. Think about that. Whatever your revenue number is, if you're like most businesses, that number is 20% of what you could have.

"The industry average is that 80% of sales are lost because of lack of follow-up—which means that you could quadruple your sales if you simply and consistently followed up with 100% of your leads."

Or to put it another way, if you made a commitment to consistently follow-up 100% of your leads—and you had a systematic process for following up with them multiple times in multiple ways over a long period of time—you could literally quadruple your business (just with this one idea).

Now, before you rush off with this idea (which isn't new, just rarely executed), let me remind you of two other

industry standards.

- On average, it takes seven contacts before someone buys
- Every time you send out a message, your prospects miss your message two out of three times.

In other words, if you want to close the largest number of people possible, you need to create a 21 step follow-up process (or if you're an eternal optimist, and you think everyone reads everything you send out, at least a 7 step follow-up process).

So, do you have a systematic follow-up process, in place that you're consistently using with every lead? If you don't, then you're leaving massive amounts of money on the table. Almost every business leader says, "We just can't seem to drive enough business in this economy?" Yet, those same business leaders haven't mastered this fundamental marketing process that they "already know about." Remember what I said about thinking, "I know that." This strategy is a perfect example of that principle.

And if you do have a system, are you testing your follow-up process to see if you're getting optimal results from your efforts? For example,

- Is it better to follow-up with a call, a card, an email, a gift, a visit, a newsletter, a coupon, etc.?
- Should contact #2 be a call, a card, an email, a gift, a visit, a newsletter, a coupon, etc.?
- Should we change the headline?
- Should we change the offer?
- Should we change the gift?

Until you test, you just don't know. I remember back in my old pastoral days when the standard assumption was that a call from the senior pastor was the best way to follow-up someone who attended church for the first time. That makes sense, right?

However, if you were to test a pastor making the call versus a layperson making the call, guess what you'd find? Believe it or not, a layperson calling after the first visit usually has a greater impact on someone returning to church for a second visit. Why? Because it's unexpected.

A pastor calling is expected (after all, he's paid to do this). But a layperson calling isn't. In fact, a typical visitor will often think something like this, "I can't believe what just happened. Someone like me, who isn't paid, just took time out of their own schedule to call me and see if I had any questions. WOW! That's pretty impressive."

In other words, don't assume you know the best follow-up system. Create one. Then start playing with it. Watch the results and keep tweaking it. And if you will, guess what? Exactly! You just might quadruple your sales.

Step 1: Evaluate your current follow-up process. How often do you follow up? How?

How many times? How consistent is your system followed? Etc.

Step 2: If you don't have a system in place, create a simple seven-step process to get started

Step 3: Start executing your system today

Step 4: Start following up with customers and leads from the past three months

Step 5: Start testing and evaluating your system

Step 6: Keep tweaking so you can optimize your follow-up system

So, if you began to consistently and systematically follow up with 100% of your leads (and did so multiple times over the next few months), how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

Strategy #7

Add a Sales Force (or Other Critical Staff)

One of the primary challenges that every small business faces is the capacity challenge. Why? Because no business can consistently perform beyond its capacity to handle the business it seeks to attract. What this means is that, if you're the primary sales person for your small business, the amount of sales you can drive is limited by your capacity to sell.

So, if you're leading your business, running meetings, coordinating marketing campaigns, handling the books, responding to customer service questions, meeting with investors, etc. you only have a limited amount of time to allocate to selling what your company offers. If you had more capacity, you could be selling more. However, you can't because you don't have the capacity to sell more.

Now, the reason why I added option two (add other critical staff) to this strategy is because one solution to your capacity problem is to offload some of the work you're currently doing to others. If you struggle with delegation, I have a course entitled, [Delegation Mastery](#), that can help you with that. But, you get the idea. If you delegate away some of the tasks that are currently taking up chunks of your time, you will have increased your capacity to engage in doing other things (in this case, selling).

For example, if Rebecca can only allocate two hours a day to selling because of all her business owner responsibilities her sales are limited by those two hours. However, if she could hire an assistant or virtual assistant (or other staff member) with whom she could offload 3-4 hours of repetitive work each day, even with more managerial duties, Rebecca could double her sales time to four hours per day – which would effectively double her sales.

On the other hand, if you're not the primary sales person or you want to scale your business faster, there's absolutely no question that you can grow your business faster by adding a sales force. I know that for a lot of small business owners, this is a difficult transom to traverse — being willing to spend money on salespeople before sales come trickling in.

So, two quick thoughts. First, you can hire commission-only sales people so you don't have to expend cash until sales come in. The good news about this strategy is that it lowers the risk bar. The bad news is that you usually have to give away a higher commission to incentivize sales people who aren't getting a draw and it's harder to get really great sales people to go commission-only (not impossible, just harder).

And secondly, make sure you're thinking of your business as a business and not as an extension of your personal bank account. If you're thinking of your business like a business, then you know you have to make investments now if you want to generate returns later. And one of the soundest investments you can make is in hiring someone who will be spending 80+% of their time working on generating more business for your business.

So, if you want to break out of the plateau you're on and generate massive revenue growth this year, then you really ought to take a serious look at adding a sales force (or other staff who can increase the capacity of you and/or your business).

Step 1: Evaluate how much capacity you have to focus on selling more

Step 2: Calculate how much more revenue you think you could generate if you added a sales force that would be working full-time on selling

Step 3: Put together a profile/Job Description for a sales person

Step 4: Develop a sales training process for your sales team

Step 5: Hire your first (or next) sales person.

So, if you made the decision to increase your capacity by either hiring a sales force or by adding other staff who could increase your capacity, how much more money do you think you could make?

Revenue Increase: _____ Growth Percentage: _____

Application

Congratulations, you now know seven strategies you can implement immediately to double your business over the next 12 months. However, reading something and applying it are two completely different things. So, if you want to actually double your business, I'd encourage you to follow through and answer the following questions.

1. Review the seven strategies and place your numbers from above next to each strategy

a. Optimize Current Products to Current Customers	\$_____	_____%
b. Create Packages to Increase Trans. Value	\$_____	_____%
c. Strategic Partners/Joint Ventures	\$_____	_____%
d. Add a new Revenue Stream	\$_____	_____%
e. Use a Systematic Marketing Process	\$_____	_____%
f. Systemize Your Follow-up	\$_____	_____%
g. Add a Sales Force (or other Critical Staff)	\$_____	_____%
Total the numbers	\$_____	_____%

2. Which of the above strategies do you want to employ this year?

3. How will you execute on them?

4. What is the first action you need to take to get the ball rolling?

5. What do you need to delegate to someone else?

6. With whom do you need to share what you learned in this report (spouse, co-worker, employee, co-founder, friend, etc.)? Remember, we learn best when we share with others what we've learned.

7. With whom can you encourage to get their own copy of this free report?

Next Steps

1. If you were sent this free report by a friend make sure you sign up to get my new posts sent directly to your email in box. You can do that on any page of my website at www.WiredToGrow.com
2. If you need help becoming a better delegator and not a dumper make sure you check out www.DelegationMastery.net
3. If your company is stuck on a plateau, check out my book entitled, "Breaking Through Plateaus" at www.BreakingThroughBook.com
4. If you need help creating a better plan to double your business (which goes way beyond this paper) check out www.DoubleItPlan.com
5. If you need help creating a more systematic marketing approach that can bring you all the clients you want/need, check out www.AttractMoreClientsLikeClockwork.com

If You Really Want to Double Your Business Over the Next 12, 24 or 36 Months, You Need a Killer Growth Plan

As a business owner or entrepreneur ...

- Do you know how you're going to dramatically increase your revenue and profits over the next 12 months?
- Do you know how you're going to better position your business as the obvious choice in your market?
- Do you know what your growth accelerators are going to be?
- Do you know what your constraint eliminators are going to be?
- Do you know month-by-month and quarter-by-quarter what your primary tactical actions are going to be in order to enable you to complete your plan?

Well, if you don't. Have no fear. I have the perfect solution for you. It's called



It's a four-hour course where I literally walk you step-by-step through the entire process of creating a killer growth plan for your business. Moreover, in addition to the four sessions (that come in both video and audio) and two big workbooks, I also provide you with 23 (yes, that was 23) templates that you can use year-after-year to create killer growth plans for your business. It literally is business transformational.

But don't just take my word for it. Listen to what others have said.

"The Double It course has been transformational for my business. Our Marketing Director and I really took this seriously and invested a lot of time working through the steps. But, just as important, we actually look at our business plan each week now and evaluate how we're doing against it. After being in business for ten years, Bruce's Double It process has gotten me re-engaged and making better decisions. I highly recommend it!"

Brian Wilson, Founder, Adventure Teamworks

I was blown away by how much value and content Bruce gives away in this Double It course. It's like having a top-notch strategy consultant guiding you every step of the way for a very small investment. In fact, I told Bruce afterwards, "My only constructive comment to you would be that you are way under-charging for this course!" Personally, I've been creating plans for years, but this course re-inspired me, challenged me, caused me to think bigger, and gave me a number of very practical tools to turn my ideas for this year into reality. Highly recommended!"

Neil Whitman, President, Dunhill Staffing Systems

So, do yourself a favor and check out, "Double It: How to Create a Killer Growth Plan to Double Your Business Over the Next 12, 24 or 36 Months." You'll be glad you did!

www.DoubleItPlan.com

About

Thanks for reading this free report. My name is Bruce D. Johnson and I'm the President of [Wired To Grow](#), a business growth coaching, consulting and executive education firm that helps business owners and entrepreneurs become great at building more strategic, scalable and successful businesses.



At our core, we believe there are six key areas of executive attention that every business leader needs to be great at if they want to build a great company

1. **Strategy** – Designing a strategy that positions your business for rapid growth
2. **Leadership** – Assembling, inspiring and leveraging a talented team of people to accelerate your growth
3. **Management** – Systematizing and aligning everything while raising the level of execution excellence
4. **Marketing** – Implementing a marketing system that consistently attracts, converts and delights customers
5. **Money** – Making better financial decisions to both fuel and sustain growth
6. **You** – Continually growing you and your productivity so you can grow and enjoy your business

The better you are at each one of these six key areas, the better your business will be. Which is why, each and every week, I create the content I do. I want you to succeed outrageously (which is why you'll want to read my blog posts each week).

As for me, personally, I'm a business growth strategist and the author of, "[Breaking Through Plateaus](#),"

I'm also the creator of, "[Personality Type Leadership](#)," "[Delegation Mastery](#)," "[Attract More Clients Like Clockwork](#)," "[Double It: How to Double Your Business in the Next 12, 24, or 36 Months](#)," and the soon to be released, "[The Obvious Choice Blueprint](#)."

In terms of my education (if you care about that stuff), I graduated with a B.B.A. in Accounting from the University of Wisconsin-Madison. I then took an unusual turn and spent the next 22 years of my life in church ministry (including earning my M.Div. from Trinity Evangelical Divinity School in Deerfield, IL), the last fifteen and a half of those at a church I started with two families that grew to two thousand people and \$2.7 million in revenues.

A sampling of some of my clients have included organizations and companies like Citigroup, IBM, Blue Cross/Blue Shield, Suburban Propane, The Maryland Soccerplex, Maple Life Insurance, Profitable Properties, FileBound, Open Text, The National Institutes of Health, Montgomery County Government, National Sports Performance Association, Hyland Software, Shulman Rogers, eGroup, The Brenneman Group, DTI, and a number of large churches.

As for my personal life, I live in Mount Pleasant, SC, a suburb of Charleston, SC, with my wife, Jacquie (celebrating 30 years of marriage), and we have two adult daughters, Chelsea and Brooke. My hobbies include cooking, tennis, reading, working out, watching movies and painting.

In addition, I currently serve as a board member and the membership chair for the Mount Pleasant Business Association. I'm also a sponsor and advisor for the Harbor Accelerator, as well as a member of the Board of Advisors for the Charleston Metro Chamber of Commerce.

You can contact me at bruce@wiredtogrow.com